Next Week You Will Find in "The Recorder"

"At Prices Below Cost"

What brand of Socialism are you selling—for goods are being manufactured and distributed, not only without profit but for less than their delivered cost. If that isn't practical Socialism, what would you call it? Business now is doing a full-time job of giving away goods, for it is running as a service to the consumer without profit.

This issue is dedicated to the establishment of standards in footwear on the basis of integrity and quality so that industry can create anew a price structure that will not wobble as it walks.

Just before the battle, we give a final push to SPORT SHOE WEEK by showing the merchant how to carry on, without let-down, through June and July.

BOOT AND SHOE RECORDER

with which is combined The Shoe Retailer

Division of United Business Publishers, Inc.

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NEW YORK—May 14, 1932

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No. 716—BLACK CALF AND WHITE ELK
No. 715—TAN CALF AND WHITE ELK
IN-STOCK $3.15

No. 727—BLACK CALF AND WHITE BUCK
Rubber Sole
No. 722—TAN CALF AND WHITE BUCK
Leather Sole
IN-STOCK $3.15

No. 100—BLACK and WHITE ELK
No. 200—BROWN ALPINE GRAIN
IN-STOCK $3.75
Both with spiked soles and heels

OUR CANDIDATE

for

CONGRESSMAN-AT-LARGE

without keeper

Speaking on the subject of short selling, recently said—

"Although I believe Wall Street fired the short heard 'round the world, no shoe merchant is justified in selling Hill Sports short. They're full value from five dollars up, and full measure from size five up. Furthermore, retailers tell me they're usually full of feet in short order. Therefore, constituents and denizens of this commonwealth, let us all be good sports. Let us all think sports—talk sports—show sports—and sell sports—for the good of the industry, for the good of Hill Bros.—and for your own good. I thank you."

TWENTY-ONE SPORTS

IN-STOCK

Priced about right to sell easily—with five per cent off for good behavior in ten days—and two per cent in thirty.

HILL BROS. CO.
HUDSON, MASS.

FAST FOOT-WORK IS NEEDED FOR SPORT SHOE WEEK

Try These Hills

No. 725—BLACK CALF AND GRAY ELK
No. 726—TAN CALF AND WHITE ELK
IN-STOCK $3.15

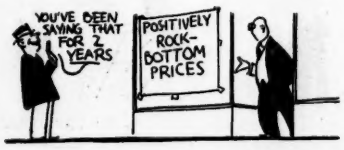
No. 712—BLACK CALF AND WHITE ELK
No. 713—TAN CALF AND SAND ELK
IN-STOCK $3.15

BOOT AND SHOE
RECORDER
Vol. CI, No. 10
May 14, 1932

The VOICE of the TRADE

P. A. O'Connell of Slattery's, Boston—and president of the National Retail Dry Goods Association, in a message to the retailers says:

"In a sincere effort to stimulate business by calling attention to the values they have been offering in a falling market, retailers have maneuvered themselves into an untenable position. They have over-



played price appeal to the point where consumers logically pause and wonder when the bottom has been reached before they buy. They have flooded the market with cheap goods, debauched quality standards and converted public confidence into public distrust. Clearly we have strayed far below the confidence level and the need is imperative for a return to that level before further damage is done to the good will of merchants and the morale of their customers."

* * *

Natural Bridge Shoemakers are staging a contest to test the style selection abilities of American women. The idea is to pick four out of twelve shoes that four famous screen stars might wear with costumes pictured.

It has proved to be a tremendous hit because the pictures and shoes are in colors and it suddenly dawns upon the public that selection is simplified because only four shoes in black need to be considered with the black costume and four shoes in brown with brown costume as pictured. This little optical secret has put sparkle into the contest; but here's a brain-twister: "What are the odds of four winners out of twelve in the race? Some expert on handicaps might tell us the answer.

* * *

One hundred thousand pairs this season of one creation—is the record held by the Geo. E. Keith Co.'s pattern—"Cabana"—with the Summer season still ahead and orders still coming in. The "Cabana" is a mesh leather, kid lined shoe. Lacy perforations cover the center of the shoe but the tip and quarter are in full grain. The effect achieved was the airiness of an unlined shoe.

In St. Petersburg, Fla., a store manager had to fine his salesmen 25c. each time they sold a "Cabana" for the men were selling nothing else and the store couldn't get them fast enough.

The shoe has the character of being "a natural" and the rage for it is similar to that experienced with the Southern Tie some years ago. It is in the "news of shoes" because the company got back of the style with a tremendous amount of publicity, promotion and advertising.

It is Brockton's contribution to the selling sensation of the season and is the first national recognition of Brockton clicking in women's footwear.

* * *

Frank R. Garside, chairman of the Joint Styles Conference told Mrs. Alma Archer, when she asked him what constitutes the beautiful foot in this

modern era, that: "It is undeniable that today we have a typically American foot, and artists will bear me out that it is the most beautiful foot in the world, but smallness is no factor. In a 2000-pair reorder from all over the country, 7½AA is apt to be first, about 7½A second and 6B third. The Oriental foot is no basis for shoe production, and I predict that it will not be much longer before manufacturers' sample shoes are made in realistic sizes instead of the proverbial 4B, to which commercial shoe eyes have become trained. The American girl has exercised and danced until both length and narrowness must be recognized as specifications in shoe design for the American type."

* * *

Enna Jettick dealers will hold a "Treasure Chest Contest" between June 8 and June 25.

The idea is for the consumer to find how many words can be made from the words contained in the slogan: "Wear Enna Jettick Shoes."

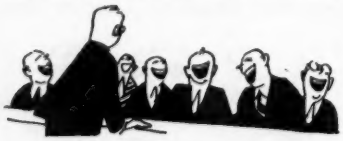
Each store will have its own judges and prizes. The first prize is a chest of fifty pieces of Oneida Community Silverware. The second prize—a Well and Tree platter. The third prize—a pair of Enna Jettick shoes.

The national promotion in stores through radio and magazines is: "Every Month Is Enna Jettick Month and June Is Jubilee."

* * *

"Shoe men are too serious," says Eugene Ackerman, vice-president of the Julius Forstmann Corporation—and so to lighten the joint styles conference, he told the following story:

"It seems there was a gentleman who was out late one evening and he had forgotten that the Eighteenth Amendment was in effect.



He came into the house, and unfortunately slipped on a newly polished floor. He was carrying a flask. He discovered that he had somewhat injured himself, and not wishing to waken the family—by calisthenics and with the aid of a mirror held to the back, he applied court plaster and went quietly to bed. He had apparently been asleep only a moment when he heard loud screams. He woke up and his wife was leaning over him and she cried out: 'You're bleeding to death and there's court plaster all over the bathroom mirror.' (Laughter.)

"I think that in merchandising we have been repairing the damage that has been done us by plastering up the bathroom mirror, and our emphasis has not been placed on the product."

* * *

Jack Rutter, manager of the Omaha United States Rubber Company, furnished the smokes for monthly meeting of the Omaha Shoe Club last week. Then seventy shoe men listened to Glenn Driscoll of the Driscoll Leather Company and J. F. Greenwald of the Holland Shoe Company elucidate while a two-reel film pictured the story of shoes.

When a local association can get such a turn-out it's news and the honors go to Buck's Bootery for seventeen men in attendance. One question remains unanswered —"How many steps can a man take on a pair of soles before wearing them through?"

* * *

J. Schnitzer, of the hide and leather division, U. S. Department of Commerce, notes a decrease in the consumption of hides around the world and comments that one reason is that people are eating less meat. Hide consumption has dwindled from 84,000,000 in 1928 to 80,000,000 in 1929, 70,846,000 in 1930 and 65,120,000 in 1931. The United States, the United Kingdom, Germany and France—the great leather consuming nations of the globe, consume about half of the world's supply of hides. The larger part of the world's supply of hides is made up into shoes.

* * *

Philadelphia has organized a Retail Shoe Salesmen's Association—"to promote the study and development of proper shoe salesmanship as a trade and science." Meetings are held every Thursday night at the Adelphia Hotel—open to all men engaged in the retail shoe business.

Some of the purposes of the association are:

"To create a public demand for expert shoe salesmen.

"To give customers proper and expert shoe fittings, best of courtesies and service.

"To uplift the standards of shoe salesmen as a profession.

"To conduct themselves as members of a profession, such as doctors, lawyers, etc.

"To sell themselves to the need of the public.

"To create good-will and understanding between employer and employee, good-fellowship and sportsmanship among fellow workers."

The leaders are—President, Ben Silverman and Secretary, Harold Eichler.

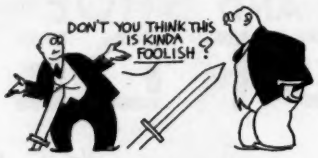
* * *

C. Benjamin Rush, advertising manager of R. H. Fyfe & Co. is in line for National Sport Shoe Week promotion and says:

"We are planning our advertising on sport shoes for this week and will have window displays and will put forth all effort we can to prompt sport shoe selling. We are very much in sympathy with the RECORDER's splendid efforts and wish the campaign every success."

* * *

New style shoe laces, for ghillie ties and Wales oxfords are 40 inches long, and some are



***HARA-KIRI?**

The one outstanding and hopeful impression I got from the Styles Conference held at the Hotel Astor, New York, this past week, was the stress laid upon *Quality* and *Value* by Stylists, Speakers, Manufacturers and Retailers.

All seemed to agree that price warfare must cease, and that an aggressive campaign to restore Quality and Value consciousness and confidence be undertaken at once.

There is still purchasing power, plenty of it, to start business forward again.

But this forward movement cannot start until manufacturers and retailers cease committing hara-kiri and return once again to a sane and profitable plan of figuring shoes *at a profit.*

The public is still able to pay a *fair* price.

President.

Refer to Webster's dictionary for definition.

44. The 40-inch lace is twice as long as the ordinary oxford lace —hence increase in materials for laces and more work for lace makers. It all helps to keep the wheels of business turning.

* * *

People are walking more. Fewer passenger cars have been registered. The more steps, the more wear, and the more leather consumed—consequently, the more shoes made and sold. Besides feet spread out as they walk more and exercise.

Fred A. Gannon of Lynn recommends a campaign for: "Bigger and Better Shoes" as a tanner's slogan for it takes 5½ feet of leather more to make a case of large size (36 pairs to a case) than it does to make a case of small sizes. So one cutting room set of cost figures show. That means $1.00's worth more leather for the case, and all's grist that comes to the mills of the tanners these days.

* * *

From Dublin, Ireland— Consul General Henry H. Balch sends a cablegram stating that the duty of 15 per cent ad valorem on footwear imported into the Irish Free State has been increased to 37½ per cent ad valorem on leather boots and shoes and to 22½ per cent ad valorem on other footwear.

* * *

The Massachusetts Board of Conciliation and Arbitration has granted a reduction of 10 per cent in wages paid by Brockton shoe manufacturers to employees, applicable to all grades except the fourth in which reductions averaging 7 per cent and 8 per cent were ordered. The board substituted a uniform scale in all factories in place of the various schedules now prevailing.

* * *

James M. Borland veteran shoe man at Monongahela, Pa., writes to his representative in Congress:

"Let's sell America to Americans first, and as a practical example of the need of my idea and plan ignore import figures for the moment and have a survey made of our five and ten cent stores, twenty-five cent stores, dollar stores, chain stores, and as well department stores and specialty shops and note that fully fifty per cent of the merchandise in many departments offered to the American purchasing public are plainly stamped as made in some country other than America.

"Here is my plan: Have all American products marked plainly 'made in U. S. A.' for identification by the patriotic, thoughtful American people who prefer American made goods—that they may cooperate with American industries and workmen in promoting the general welfare of our country."

* * *

"The busiest buckle season over," says a maker of the harness type clasps for shoe straps, "and the reason is simple, but interesting. Shoes are made so skeletonized, by reason of the many cut-outs, slashes, etc., as well as sandalized formation, that they simply must have straps to hold them to the feet."

Edward Payson Weston, the noted pedestrian, could and did walk 50 miles a day and on one occasion walked 50 miles a day for 100 consecutive days. When he was a young man, in his twenties, he walked from Portland, Me., to Chicago—a distance of 1326 miles, in 26 days, averaging a little more than 50 miles a day.

Forty years later, he repeated the walk and though he walked 19 miles more, yet his time was 29 hours shorter.

* * *

Mary Pickford has an ambition to be able, some day, to go to a dance in a pair of running shoes. Here's what she says:

"My, how we are bound by conventions! There probably is not a woman in the whole world with sufficient courage to appear at a formal function minus her French heels, for to do so would mean the violating of a custom established two centuries ago.

"High heels are as inappropriate to the schoolroom as full dress would be. No girl would dream of coming into the class décolletté or wearing a coronet, or with bejeweled throat and fingers; and yet they will wear those heels which have an excuse for existence only when worn with formal attire.

Last Word in Foot Comfort! A dent-proof aluminum evening slipper for sensitive women.

Plan Windows Filled with Life and

Massed Displays That Shout a Message of Summer and Outdoors Are in Order

Interest can be aroused in the mass in a retail commodity if every merchant in every town will display sport shoes in his window in a dominating way during the week of May 23 to 28. Window displays of that week should be more than simple arrangement of shoes for it needs the extra emphasis of background design and motif.

It would be an excellent thing if every store shouted the fact that this was National Sport Shoe Week, but if concerted action is impossible, at least extra special display in every store will stimulate public interest in Summer types of footwear.

We illustrate six stores in a row—not that that happens very often, but to emphasize the fact that the public can't get away from the sports merchandise movement when it sees an entire city doing a job of sports promotion at one time. Showing and selling sport shoes in a regular way will also serve to remove the battle flags of price, bankruptcy sales and the hundred and one subterfuges used to lure customers by the bargain price appeal. Each merchant will find for himself a method of promoting sport shoes best adapted to his store and community.

Sport Shoe Week is a common appeal on the part of shoe men everywhere, for through a timely display and a vigorous week of selling it is possible to make the public sport shoe conscious not only for the week but for the six best selling weeks which follow and lead up to the 4th of July peak.

On these pages are shown six ideas for a sport shoes display. Idea No. 1 shows shoes on horseshoe-like platforms arranged in steps with a "tennis" background and white letters on a circular dark placard announcing "Sport Shoes." To construct this window you will need display board, a few lengths of 2 x 2 foot lumber, some veneer strips and a scroll saw.

The position of the steps will depend upon the physical characteristics of your window. If of equal depth throughout, plan the display as shown in the sketch, with the steps in about the same relation to the rest of the window, *i. e.,* facing more toward the left corner of the window than directly front. The figure of the girl may be moved more to the left to fill out the picture.

Cut the curved steps from display board so that the bottom one has a width of at least 36 inches at all points. Mount the board on a box-like framework,

Action for Sports Shoe Week

You have a "sporting" chance to get some worthwhile extra business by getting behind National Sports Shoe Week. Dates: May 23-28. Let's go!

National Sports Shoe Week is just eight days distant. Start building one or more of the displays suggested in this article, *now*, and be "ready when the great days come."

Tennis, golf, boating, aquatics, the Olympic Games are all subject matter for the clever merchandiser. Use in your windows themes which have been nationally publicized, and therefore contain universal interest-getting power.

Materials for constructing these windows may be purchased at small cost by those merchants who are not equipped to build the displays themselves. Cut out letters and figures for background arrangements are easily procured.

the curves of which should be constructed of a light veener wood which is flexible. Place supports at regular intervals along the inner and outer curves. Tack a lighter compo board strip along the front for the rise and then cover the entire fixture with a paper in a suitable color. The steps should be nine inches high.

The smaller step is made in the same way and placed on top of the large one. If you do not intend to use the steps again, it will not be necessary to cover more with display board than the part that will project from under the top step, but as you may want to use it alone at some time it is a good idea to make it as a single unit.

The girl may be sketched on display board and cut out, or an enlarged photograph of some tennis star may be used. The large round sign is cut with the scroll saw from display board and the letters also, which may be glued to the background. Brown and white, to go with sport footwear, would make appropriate colors here.

Idea No. 2 requires the same equipment as No. 1, plus some artificial grass. The letters are cut from display board and mounted on a temporary or your permanent background. The figure may be cut out in silhouette, tinted and mounted, or an enlarged photograph may be used.

In Idea No. 3, platforms similar to those used in No. 1 are employed in reverse position. In fact, it would be wise to build them with this in mind. Your neighboring jeweler will be delighted to lend you a trophy cup for the display, and, if possible, get one which is to be presented at a local club. "Sports Shoes" should be lettered on a light background. In this window also artificial grass could be used to advantage on the floor level in the foreground.

Idea No. 4 is appropriate for a window of small frontage. A frame stair may be built from light boards and masked off with display board, as shown in the sketch. The javelin thrower should be placed up against the background so as not to block sight to the shoes on the steps. This window should feature spectator wear.

No. 5 contains a variety of possibilities and the sailing theme may be expoited in many ways. Cut the waves in ascending heights and mask off the ends with drapes. They should be braced securely with a series of light platforms behind them to support the shoes. Two or three model boats may be obtained from the local toy dealer. If your window has sufficient depth, use the foreground to show additional shoes with a card speaking of the need of suitable footwear for boating and yachting.

No. 6 will tax your ingenuity somewhat if carried

[TURN TO PAGE 40, PLEASE]

Conference Speakers See a Record

New Sports Consciousness in Men's Apparel Prepares the Way for Extra Sales of Footwear

In opening the discussion of men's shoes at the Joint Styles Conference in New York May 3, Chairman George N. Geuting of the Men's Style Committee, stressed the extra pair possibilities in men's shoes this season. Mr. Geuting said:

"If you will remember, in predicting styles for this Summer, we emphasized the fact that we were going to have the biggest sports season that the industry has ever had. This is coming to pass now. We were able to do that predicting, and were able to get that idea from the splendid cooperation which our committee has always had from the clothiers and haberdashers.

"It has always been a historical fact that in these periods of financial readjustment—I hate the word depression—there has always come a time when new things could be done. The clothing industry as a whole has gotten together for the first time in many years and is making a concerted effort to do the unusual. They have accomplished it this Summer with the wash suit. You will see this Summer this so-called linen suit, the seersucker and wash suit being worn all over the country, not only in the South but all the way up into Canada. It will be worn for business, for semi-dress, practically all the time.

"This is, of course, of tremendous importance to us in our business because it is going to give us the biggest sport season we have ever had, and I hate to think what the men's business would be today if we did not have at least this sport business as an extra pair.

"Now I want to emphasize and leave this thought with you, that the clothing business will be making equally radical changes following this wash suit season. They are bringing out a new suit, a sort of draped loose effect, with or without cuff bottoms, and they are all getting together to put this thing over. This means for us that after the sports season is over we ought to close our doors on the Summer season and definitely go into a real Fall season with a brand new face.

"I remember standing up here many years ago, when the attendance was very much less than this is, and trying to talk about the Summer-weight shoe, the so-called featherweight shoe. Today it is an absolute necessity in the average retail store, not only for the Summer but for all year around. I remember the original discussions about sports shoes, and with what care and carefulness they were bought by the average retailer. Today sport and Summer-weight shoes are a very big thing. I just bring these things out to emphasize the good that these meetings do to get us thinking along new lines.

"You all know that we have been discussing the brown buck shoe for men. It has been discussed for a year.

"Some of us have bought brown buck shoes. I have reports from over the country that where this shoe has been dramatized properly, shown properly, displayed, it has sold quite freely. We know that it is acceptable. We know that at the places where we watch the styles, at Princeton, Yale, the various hunt clubs, the races and Palm Beach, the brown buck shoe is worn, and it is being shown and worn by the best dressed men in the country. The time is right here now, and it is ripe if you do it all at one time, and I am sure you could sell a tremendous number of them, and they would all be extra pairs.

"We have to stimulate our industry in extra pairs. Never was there a time in this country, certainly within the last three or four years, when the closets were so empty of shoes. They are all wearing out. Two and one-half years of this depression is behind us; we won't have to live through these years again, and we are at the time today when men are going to think in terms of new clothes and new shoes."

Much of the discussion concerning new extra pair possibilities in men's shoes ranged about brown bucks, which have created so much interest in most sections of the country since they were offered as a new style development in the South last Winter.

Mr. Geuting pointed out that the brown buck shoe for men had its inspiration in an English country shoe and necessarily retains many of the characteristics of that type of footwear. He declared his emphatic belief that this shoe can be put over successfully and profitably provided the industry gets whole-heartedly behind its promotion. He said that he had already experienced a very favorable reaction from a window display which he devoted to brown buck shoes.

W. H. Weintraub of Apparel Arts, also stressed the fact that the brown buck is a country shoe.

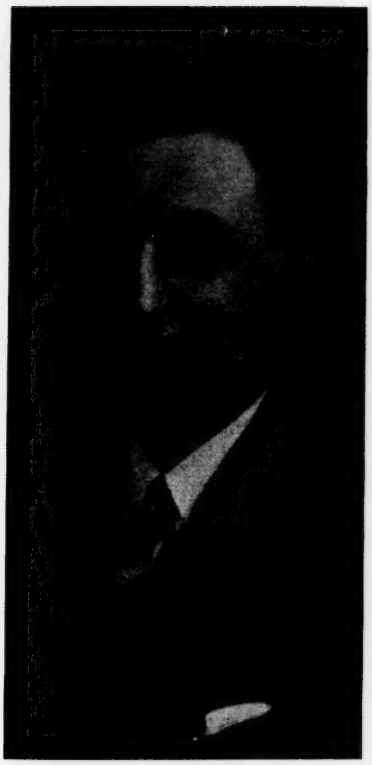
Sport Shoe Business This Summer

"WE are approaching or are right in the midst of a Renaissance, marking a big change in the men's clothing and men's shoe business.

"It has always been an historical fact that in these periods of financial readjustment—I hate that word depression—there has come a time when new things could be done. The clothing industry has gotten together for the first time in many years and is making a concerted effort to do the unusual. They have accomplished it this summer with the wash suit. You will see this so-called linen suit, the seersucker and wash suit being worn all over the country, not only in the South but all the way up into Canada. It will be worn for business, for semi-dress, practically all the time.

"This is, of course, of tremendous importance to us in our business because it is going to give us the biggest sport shoe season we have ever had, and I hate to think what the men's shoe business would be today if we did not have at least this sport shoe business as an extra pair."

—GEORGE N. GEUTING.



GEORGE N. GEUTING

BROWN BUCKS FOR EXTRA PAIRS

WHAT THE SPEAKERS SAID:

W. H. Weintraub: "The brown buckskin shoe is essentially and positively only a sport country shoe; it is not a town shoe. And if you want to trade dollars and make no gains by trading the brown buck for the present type street shoe, well just keep on putting it in the street lasts, and over-emphasis will kill it. If you promote it correctly for country wear, the result will be that you will have an extra shoe added to a man's wardrobe instead of trading a shoe.

"Brown buckskin shoes are being worn by Yale and Princeton men, as well as the men that one sees at Palm Beach. It is definitely and positively here. It has been on the fringe for long enough, and it is going to come through."

J. W. Starbuck: "The only new thing I can tell you is that the young men from Princeton and Yale are starting to wear these brown buck or suede shoes. Out of 200 men at the Seminole Club, Palm Beach, my figures showed about 47 wearing the brown suede shoe for golf. The most popular shoe was the wing tip or perforated toe cap."

George N. Geuting: "The brown buck comes from an English country shoe and it has to retain that characteristic. There is absolutely no doubt in my mind that the brown buck would go over if we would all get back of it. I had five styles, and when I first got a tumble was when I took a solid window of brown buck and talked about it and put the whole thing in for one whole week. I got the devil from everybody because I didn't have popular prices and things like that over Saturday, but I did sell 38 pairs of brown bucks that week, and they are still continuing.

"If every merchant in our town, Wards, Wanamaker's, Claflin's, Giddings, right down the line, had a showing of brown buck, the public would say, "Gee, that's going over." The average man feels he doesn't want to wear those; they look funny, but if he sees every window displaying them, and occasionally sees a few on the street, then there will be nothing to it, because I know they want them. I made my brown bucks like brogues, copying Scotch grain brogues in brown buck with plain toes."

Five Millions for Tennis Shoes

How a Florida Store Developed a

By HARRY R. TERHUNE
Field Editor

WILSON BACKS NET TOURNEY

New Clay Courts Will Be Used for Play

The Wilson Shoe Co. will hold the first tennis tournament on the new municipal tennis courts and the tennis tournament will get under way by this week end.

All tennis players in the city and Winter Park are invited to enter this tournament and there is no entry fee.

Entry List Swells For Wilson Tourney

Entries for the Wilson Shoe Co. tennis tournament are coming in and all those who wish to get into the tournament sponsored by the Wilson Shoe Co. or the city recreation department, 7456, so they can be entered.

The drawing will be made Saturday morning and play will start Saturday afternoon.

There will be two classes, the first players going in Class A and the rest of them going into Class B.

C. W. Hickey has already entered, but he will have strong competition in this tournament from Sills and Shiver of Orlando, Jack Ogden, Jerry Oliver, Jack Lewis, Buck Whitney, Jack Griffith will struck whose name is Varner, C. L. Varner, Norman Bryan, Glover, Lee and Chick Bryan.

WILSON TENNIS JOUST STARTS

Players to Face Rivals This Afternoon

The Wilson Shoe Co. tennis tourney will get under way this afternoon with several class A matches being played on the new municipal courts.

It has been decided to postpone the class B tournament for a week and entries in class B Co. or the recreation department up until next Fri-

drawings for the class A tournament are given below and are excellent matches will be played today and tomorrow. Players in the tournament are to get in touch with their opponents and arrange their matches to suit their convenience. All the first round matches in class A should be played today or tomorrow if possible.

This tournament promises to be one of the best city tournaments ever held in Orlando and every match will be close.

Drawings for this tournament: Upper bracket—Hickey vs. John-Hazlett vs. Lee; Bryan vs. Oliver; Cooper vs. Varner vs. Lewis; Griffin vs. C. Peterson; Saunders; D. Bartlett vs. Funk; Pomeroy; R. Bartlett vs. Tomalin.

The Wilson Shoe Co. is giving a pair of Friendly Five shoes to the winner in this class and the runner-up will be given a pair of Hood Vantage tennis shoes.

Three of the courts at Rosemont park are being reserved this afternoon and tomorrow for court tournament and the other court will be left open for others who want to play.

Some shoe men possess the ingenuity to build up a successful side line on merchandise whose possibilities other stores are inclined to overlook. As a usual thing the side line suggestion comes to them from outside sources. And, to be very successful in operating such a line, one must have a genuinely enthusiastic liking for it.

Take the case of Harry S. Wilson, who has the lion's share of the tennis trade of Orlando, Fla., looking to his store for footwear Wilson's son, during his college years, developed into one of the outstanding tennis players of the State. What is more natural than that the son's interest in this sport should awaken the father to the need of promoting the right type of tennis footwear?

In outlining the development of this interesting phase of his business, Mr. Wilson said: "All healthy active youngsters have some particular sport interest. Glenn (his son) was my inspiration for starting the tennis tournaments. Tennis was his sport. Because it is one of the cleanest of sports, I have tried to encourage tennis in central Florida, especially among the boys and girls.

"Tournaments, I have found, are the best means of stimulating general interest, not only among the participants but among the general public. When tournaments are held the newspapers are most liberal in devoting space in the news columns.

"In Orlando we are fortunate in having a city athletic director, C. L. Varner, who is a real tennis player and a good friend of the store. It is he who manages the tournaments and all the details connected with them. Mr.

The two tennis shoes shown on this page are the most popular regulation models favored by the majority of players.

—Are You Selling Your Share?

Profitable Business Through Publicity

SPORT SHOE WEEK
MAY 23-28

Varner participates in the tournaments, knows all the players and is especially anxious to help the younger players.

"All these tennis tournaments create good will for the store, not only among the players and the fans, but among the friends and families of the players.

"Almost any store doing much advertising can get plenty of stories in the local papers. The following headlines on quarter column stories, some of them double columns, too, shows the splendid cooperation of the press: "ENTRY LIST SWELLS FOR WILSON TOURNEY," "WILSON TENNIS JOUST STARTS. PLAYERS TO FACE RIVALS THIS AFTERNOON." "WILSON BACKS NET TOURNEY." "TENNIS FINALS SCHEDULED TODAY." "WINNERS' NAMES IN WILSON TOURNEY."

"The following paragraphs are taken directly from the news articles whose headlines were just quoted:

"The Wilson Shoe Co. is giving Friendly Five shoes to the winners of the Class A singles and doubles and the winners of the Class B singles, and to the runners-up they are giving tennis shoes."

"The winners in both final matches today will each receive from the Wilson Shoe Co., sponsors of the tournament, a pair of shoes, and the runners-up will each receive a pair of tennis shoes."

"Many more could be given, but the foregoing give a fair idea of the way the name appeared in the news stories. After the completion of each tournament, the newspapers published complete reports giving the names and photos of the winners.

"The total cost to the store, in addition to the regular newspaper advertising was the prizes. These comprised four pairs of five-dollar shoes for the first prizes, and four pairs of tennis shoes for the second place prizes."

Tennis devotees who like a touch of smartness may choose this type of shoe, carrying contrasting wing tip and trim.

WHAT THE SHOE STORE IS THINKING ABOUT

In no part of the John Mahn store has the change in merchandising been so sharply reflected as in the women's section. Prices have been changed in all parts of the store, and in all stores of the city, for that matter. It is the knowledge of the changed buying habits of its customers that has caused the right-about-face in the store's policy.

Two things stand out in bold relief, indicating a wholly changed attitude of the women who are potential customers. A few years back the trade was mostly interested in footwear from a fashion standpoint. Now it is leaning strongly to utility merchandise. That's one major drift. The other is the disinclination of women to buy anything but footwear in a shoe store at the present time. When times are good many things may be safely stocked. Right now is the time when a shoe man must stick to his business of being a shoe man, first, last and all the time.

This reasoning did not come to John all at once. It gradually seeped in on him as he worked along in the store and as he talked things over with his many acquaintances. Many contacts with the men and women making up his community keep John as sensitive to changing conditions as a well-trained newspaper editor.

Millinery shoes were not considered a hazard a few seasons ago in the Composite Shoe Store. In fact the continuous flow of new and styleful shoes gave this store the name of being a desirable place in which to trade among the large proportion of those women who appreciated such footwear and were willing to pay the price. Two years ago the store could function profitably when 60 per cent to 70 per cent of the pairs on the shelves were classed as novelties. Right now, with utility utmost in the minds of a great percentage of the trade, John has revised his stock so that it now consists of 75 per cent staples and 25 per cent novelties.

Both of these terms have a different meaning now from that of a few years ago. The staples have more style touches and refer to those patterns having more than a one season life. Novelties are strictly "in-and-out" types. On staples John Mahn carries plenty of sizes and isn't afraid to

▸ This ninth installment of the story of John Mahn, typical shoe merchant of 1932, points to the changes that have come about in the merchandising of women's shoes since 1929. Two significant developments stand out in bold relief: One is the decidedly increased emphasis upon relatively staple types and styles of shoes as compared with high style novelties. The other is the difficulty, under present conditions, of successfully merchandising articles other than footwear or closely related merchandise in a shoe store. Previous chapters of the story have indicated the outstanding new developments in men's shoe merchandising and in the children's department.

keep a single pattern for three years or more. He takes a 45 per cent mark-up on his 75 per cent staples, so he can afford to take the 20 per cent mark-down on his novelties and still show an operating profit. This 20 per cent mark-down is quite essential for the necessary quick clean ups. And at that, this merchandising program allows for a maintained mark-up of about 37 per cent over a season's operations.

Looking back with the present experience at his finger's tips, John seriously questions whether giving the importance to style shoes that he did, was wholly profitable, especially when he takes into consideration the toll of wear and tear on his nervous system. It looked good in the recent "old days" to see a store full of customers buying novelty shoes. It pleased his vanity to be told of the thrills experienced in picking out the brand new shoes. John liked the matching of his buying ability as a style picker against the judgment of his clientele. This was a keen contest, an exciting one always, but ever a dangerous one. This emphasis upon style shoes seemed the very thing that would put the pot of gold at the end of the rainbow, but instead it turned into a black pit of P.M.'s.

"Where are the leading shoe men and buyers of

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THE EDITOR'S OUTLOOK

May 14, 1932

Arthur W. Anderson
Editor

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New Vigilance Needed at Retail

There is nothing so much needed in American business today as a more scrupulous regard for the fair rules of trade. A prominent merchant recently said: "I never thought I'd live to see the day when to be solvent was a liability."

That merchant had faced—not the regular competition of goods, fashion and service, but was being bitterly pushed by a competition using bankruptcy, insolvency, lease breakage and many other tricks of price. On his part, he was buying shoes in the regular way, at regular prices, paying a regular rent, regular salaries, using earnest advertising and hoping that that true combination would result in a mild profit for the capital and energy invested.

Competition however, received a cut in rent through threat of possible bankruptcy without it. Then, by cunning trick, eliminated several unprofitable leases and finally brought about a friendly petition into bankruptcy so that the charitable creditors were satisfied with 40 per cent on the dollar. At this stage, advertising space shrieked prices and values and the result was a competition for the regular fellow that was impossible to beat. All the cards were manipulated to his disadvantage. Honor and honesty were penalized.

All that that merchant could do was to hide in a cyclone cellar until the tornado swept everything clean. There was nothing else for him to do. This he did know—that the advantages competition received by its many tricks would not be profitable in the end for, strange to relate, such practices do not bring the expected rewards. In his case, he knew that over the long pull, his methods and his standards would prevail. He knew that competition would be subject to the "softening" influences and that after the windfall, they would be up against it in the regular give and take of steady business. But, even at that, he was hurt,

The shoe merchant with a reputation for honest and fair dealings—dislikes disorder, waste, confusion, graft, delay and any obstruction that interferes with regular and right business.

Where there should be definite standards, there are none. Where there should be ideals of business, there is a void. That merchant now feels that the situation has reached the point so that to survive the merchants of a town are practically forced into cooperation and into setting up standards for retailing. He feels that there are immeasurable benefits accruing from any agreement to act uniformly so that competition can be on the basis of rivalry in selection and rivalry in service.

In recent years there has been a decided tendency on the part of retail merchants to raise the standards of business contacts with consumers in the public at large. As a result, the public has a knowledge of retailing practices and an appreciation of the general standards. In many cases, the public has been the sole gainer for it is protected in its purchasing—goods may be returned without rhyme or reason. The rules of the game are such as to make it strict for the merchant and "soft" for the public.

Back of it all there is a vital business principle at stake. The public has confidence in the merchant because of the unwritten standards applicable to all merchandise in all stores; but the same vigilance has not been called forth to protect either an individual merchant or a major group of merchants who do business according to the ethics and standards and rules of the game.

Several weeks ago we published a set of standards which might be acceptable to groups of merchants in cities and towns. We have had some responses from serious-minded merchants who believe that it is now possible to establish rules for fair, honest dealing.

There are unmistakable signs that merchants are beginning to appreciate the need for collective action, unified promotion and sensible standards of operation. Unless something of the sort is developed, there will be no pleasure or profit or public service in retailing.

ADVERTISING PAGES REMOVED

Leadership and Cooperation Big Needs in Industry

James J. Lyons (left), representing the Kid Tanners of America, presenting to Grover Whalen, former Police Commissioner of New York, a complete set of Summer shoes, in appreciation of the speech which Mr. Whalen gave at the Joint Styles Conference of the shoe and leather trades

Prominent Speakers, on Program at Tuesday Noon Luncheon of Joint Styles Conference, Discuss Business and Economic Situation from Many Angles

The noon luncheon of the joint style conference at Hotel Astor, New York, on Tuesday, May 3, brought respite, relief and an uplift after the rigors of two days' sessions of serious and tedious concentration in building a Fall style footwear path down which thousands of shoe merchants may travel without stubbing their toes.

These luncheons are always a pleasing styles conference feature, but none of those held in the past had that spontaneity—that cheerful sparkle and refreshing stimulus—which held the capacity crowd, not because of stentorian voices ringing out the old superlatives, but rather by a new sincerity which has entered the portals of every progressive industry.

A. H. Geuting, president of the N. S. R. A., found opportunity in his message to utter a few paragraphs of sentiment that emphasized why, for these many years, the leader of the retailers' organization has held a high regard and affection among those in the craft.

Mr. Geuting briefly sketched tthe history of the styles conference and how at its inception, 15 years ago, it was introduced by the N. S. R. A. as a helpful aid to retail shoe merchants. The influence of the styles report he said has become international in scope, with England and Germany following the adoption of the American color chart, with omission, of course, of pattern specifications. Mr. Geuting spoke of the cooperative spirit that has existed in the shoe industry and pleaded for its continuance and enlargement.

Grover A. Whalen, general manager of Wanamaker's, launched a two-fisted business address in which he put over a right and left to the body politic and banking, until those in the audience were nodding, right—right—right.

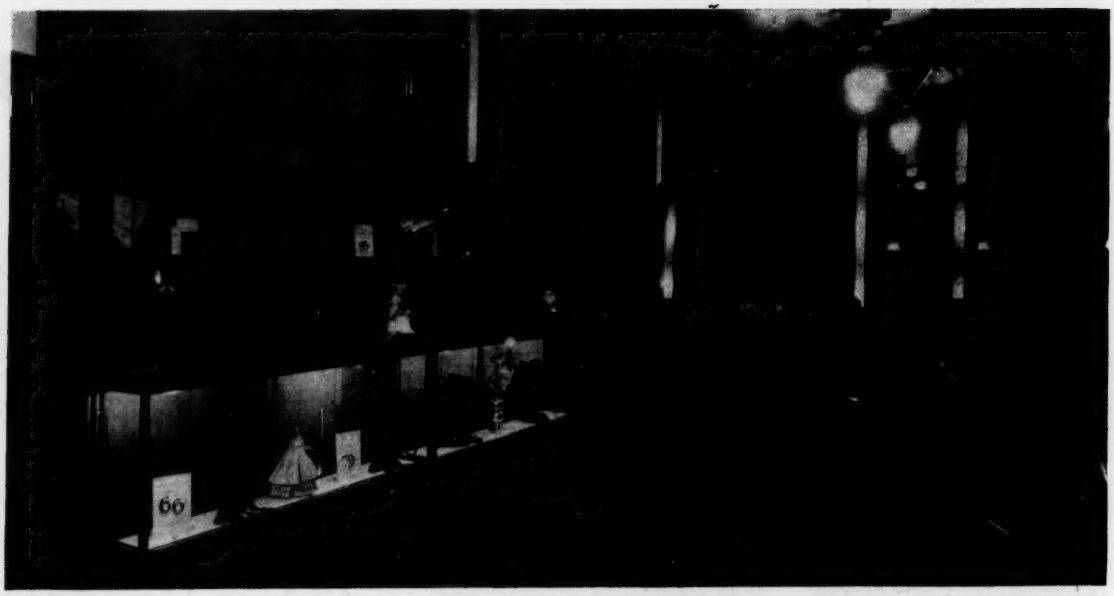
Mr. Whalen unhesitatingly proclaimed that only through the leadership of the American business man will we emerge from our present economic difficulties.

"One of the first principles taught me as a student of engineering was to plan your work and then work your plan," said Mr. Whalen. "This, in my opinion, is the only intelligent method by which business can be conducted today.

"This meeting here of the tanner, the shoe manufacturer and the retailer, discussing their problems for the benefit of all three branches of the industry is a distinct contribution to the entire trade.

"I doubt if most men in public life know there is a red side to a ledge. We should not complain about

[TURN TO PAGE 32-D, PLEASE]



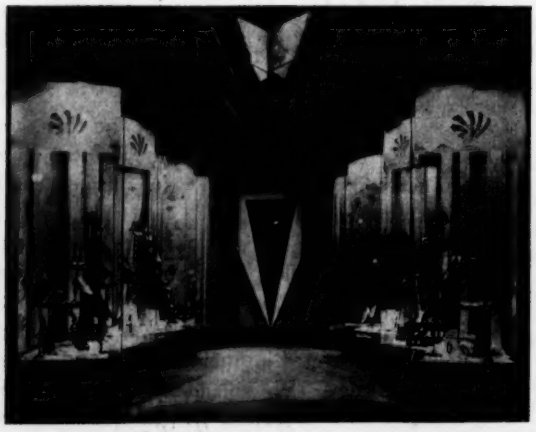
Mr. Hetzel is an architect who has designed scores of beautiful shoe stores.

The Tonic of a New Store

Customers React Favorably in Appreciation of Courageous Planning to Create Buying Urge

By BERNARD A. HETZEL

This is, indeed, an era of change and diversity and nothing is more important to the merchant of today than a captivating, restful, pleasant and strikingly different store front. The present psychology of furthering the purchasing impulse in the prospective buyer lies most vitally in attracting the attention, then quietly inciting interest in the article, and, lastly, clinching the desire to acquire.



We are fully aware of the many beautiful and strikingly artistic decorations, both on the exterior as well as the interior, of our modernly equipped salesrooms—particularly those given over to the sale of footwear. The one prominent feature that distracts is the over-creative designs that tend to minimize the article displayed and over emphasize the beauty of decoration. This leads one to note the necessity of having a designer who can rightly estimate the human elements involved and direct, in a most inconspicuous manner, the attention of the window-shopper to the focal point of view—namely, the few samples of shoes displayed.

In all my experience in this class of decoration I follow one simple rule—and that is: I strive to make the entrance "pleasantly inviting." In these days of competition and depression, the merchant is forced to cope with circumstances not otherwise present—the old days of personally appearing outside the entrance door and suavely and kindly inviting the casual observer of his goods to enter, and, in the same breath, assuring him or her of the great bargains in store are past and gone into total oblivion, and the imper-

The new Pollock shoe store in Raleigh, N. C., illustrations of which are shown on these pages, is an admirable example of artistic effect attained without undue emphasis upon decoration. The store is homelike and attractive and at the same time restrained in treatment, the effort being to avoid any tendency to minimize the shoes through too elaborate treatment of the store.

Note the attractive entrance at the lower left of the opposite page and observe how the converging lines draw the attention of the window shopper to the focal point, namely the shoes. The entire decorative treatment of this store was carried out at a cost that is surprisingly moderate.

sonal but charming and alluring frontal must bid the buyer welcome.

Some will say this is all very good and necessary; however, the amount of money involved to enhance the entrance and the store makes it prohibitive, especially in the light of present low prices and small gains in profits. To this let me say, the accompanying illustrations very aptly prove a great surprise when I truthfully state that these invitingly pleasant changes can be had for a trifle of what it formerly cost to execute.

There is no need to enter into the work with expensive materials. Glance at the picture before you—chaste simplicity with sufficient "flash" to catch the eye and hold it captive for further observance. Note the lines, how they converge to the door, summoning, bidding, inviting, yes, requesting the casual prospective purchaser to enter. Calm and serenely the impulse is driven to inspect, if not fully persuaded to buy. What looks at first glance like black marble as window base, is simply glass or rough texture composition stone with white metal cap and bronze stripping.

In these days of advancement in glass work, it is possible to mitre the glass to a perfect fit and

The high ceilings, effective lighting and simple, yet effectvie treatment of the trim and furnishings, account in a large measure for the pleasing and inviting interior atmosphere of this Pollock store. The general inspiration came from the Spanish conception of art, modified to meet the needs of practical use in a retail shoe store.

Observe the calm and tranquil effect attained with the simple furnishings and decorations used in the corner shown at the left. Nothing elaborate or unduly expensive, the walls simply made of plaster board tinted in pastel colors and the stone effects obtained by the use of plaster and paint.

the old-fashioned clamps are no longer needed. The background is not the costly velours and tapestries scintillating the decorator's art of creativeness, but simple wall-board plaques rightly cut, masterfully executed in catchy designs. We realize that the art of decorating a footwear window is many times more difficult than the departmental store window. The smallness of the article demands a special arrangement and thoughtful display. This involves the added care of rightly placed decorations, forming the walls and partitions. The cut given above will serve to make plain my words in this regard.

Now, once we have invited and captivated the interest of the prospective buyer, it will be necessary to hold and further stimulate the actual purchase. Here we come to the vital art of creating an interior, far from the old-time cool and spiritless, frigid and apathetic atmosphere so well known to us.

On the whole, the room must express warmth and hospitality, business friendship and not profit-dealing exchange; hence, in a great number of cases, I choose the Spanish type of art. Of course I cannot say the details would satisfy the overcritical critic of pure architectural lines and appointments—yet, my sole purpose is to interest.

I hear the remark, how can we hope to do all this added work without an enormous outlay of business capital. There is no necessity of worry and expense. What could be more tranquil and calm than the corner shown? There is the spirit of ease, home, friends, quiet and rest. Nothing elaborate, simply walls made of plaster-board, tinted in pastel colors—stone effects created by plaster and paint—colored columns made with wood and rope entwined and later covered with plastic paints—balcony effected of pressed wood and gilded—simplicity itself. In view of all this, I am certain the shoe merchants should avail themselves of the opportunity of making anew the store frontals.

The air of this interior is that of the home, in drawing room—the cosy mantel, rugged in appearance and comely to behold, just a bit of wood-board and plaster and paint. This, above all else, gives character and distinction to the once frigid, straight, long-countered or shelved room. Just that quaint touch that enlivens and functions.

The regular appointments need not cost exorbitant prices—the floor covering, usually of linoleum; lamps with reflectors to obviate the necessity of large and elaborate ceiling fixtures; soft effects breathe forth the pleasantness desired.

When all is said and done, there is practically no excuse for the weather-beaten, drab, uninviting store front we meet with today. Remember the old adage: Variety is the spice of life, and, let me add, the incentive to good, sound business sense.

These creations are not untried theories of the decorator's mind, but real honest-to-goodness, practical creations working constantly for the best interests of the merchants who have the good fortune and the pleasant opportunity of display under these conditions.

Leadership and Cooperation

[CONTINUED FROM PAGE 32-A]

the lack of leadership displayed by the representatives we send to Washington. We get from Congress just about what we pay for.

"We need leadership, not from government officials, but from business men. Leadership from men who have put together great businesses, who have developed large industrial enterprises—bankers, economists responsible for elaborate plans through which intelligent direction can point a path to improved conditions. This should not be an effort working for selfish, individual gain, but by all sitting down together, contributing the best thought and plan to the one great common problem, which will require the courage and genius of business men to work out a solution.

"Bankers, many feel, lack greatly in courage. A bank that is 90 per cent liquid is not doing a good job. We cannot have hoarding by individuals and banks and expect to see the return of good business.

"Public works must go on. If this development is stopped it will only contribute to the present state of unemployment which would delay our return to normalcy."

Victor G. Lumbard, new chairman of the board of directors of the Tanners' Council and chief executive of the Ohio Leather Company, of Girard, Ohio, brought to the meeting a rollicking round of incidents in a life of experience and intimate acquaintance with celebrities. He told a story related to him by his friend Charles Schwab, the steel magnate.

On a tour of inspection of one of his plants, Mr. Schwab, gazing down 120 feet into the depths of one of the large cupolas, discovered an Irishman at the bottom of the abyss seated on a wheel barrow, smoking his pipe. Mr. Schwab shouted down the cupola, inquiring as to what the worker was doing down there. Not receiving a satisfactory answer, Mr. Schwab said: "I don't suppose you know who I am. I'm Charlie Schwab, president of the company."

The Irishman shouted back: "You've got a helluva good job and I hope you keep it."

The hope of the country today, stated Mr. Lumbard, is in constructive salesmanship. He paid high tribute to the retail shoe merchants through A. H. Geuting, their leader, and applauded the courage displayed by their organization in fighting for the principles which they believed are right.

Referring to the tanners, Mr. Lumbard pointed out that they are twice removed from the ultimate consumer and it is necessary for them to cooperate with the shoe merchant who interprets the ideas of the customer, together with the customers' taste for style and color. He felt the leather group owed them a debt of gratitude for the service performed, which, according to the speaker, has taken the tanners out of the mire.

Thomas A. Delany, secretary of the N. S. T. A., in a brief address urged shoe manufacturers to stress quality rather than price as a means of increasing the demand for better grade shoes.

He pleaded for the salesmen who, he stated, form an essential and necessary factor in the distribution of footwear, particularly during the present period, when buyers are not coming to markets as frequently as in the past.

Output Sold Through June

PORTSMOUTH, OHIO—S. J. Anderson, sales manager of the Canadian branch of the Selby Shoe Co., formerly the Parisienne Shoe Co. of Montreal, visited the home offices of the company recently. He declared that the Canadian branch, operated under the name of Selby Shoes, Ltd., has sold its output through the month of June. The output of the branch is being increased as rapidly as possible.

W. B. Altsman of the Selby organization went to New York recently to attend the style conference. He expects to visit the leather markets in Philadelphia and Boston before returning.

H. E. Marconnet and O. P. Price of the New York office of the Selby Shoe Co. visited the offices recently and spent a few days going over conditions in the East.

Dress Shop to Sell Shoes

INDIANAPOLIS, IND.—Sally Frock's, 34 West Washington Street, will open a women's shoe department. Barry Lewis, manager of the store, said a complete line of popular-priced women's footwear will be handled.

The store, which has been in operation for several months, handles women's dresses, hats and other ready-to-wear goods. The rear of the store has been remodeled to accommodate the shoe department, and Mr. Lewis asserted the department will be one of the most modern and up-to-date shoe departments in the city.

Harry Gold with Blum

NEW YORK—Harry M. Gold, former sales manager of the M. Gustin Co. is now representing the Blum Shoe Mfg. Co., of Dansville, N. Y.

"DIFFERENT IN CHARACTER"

THESE TURN PATTERNS IN STOCK TO RETAIL

$5 to $6

★

Additional charge of twenty-five cents per pair on orders less than three pairs

A merchant writes us, "We are seeking 'something different' in a line of light weight shoes—something distinct from the ordinary—something that will fit well up in the arch yet of **firm enough construction to hold their shape.**"

Our hand Turns fitted his requirements exactly and in addition enabled him to offer his customers a forepart flexibility that no other type of shoe can give—**also** a truly normal foot tread which some other types can never afford.

NOTE
THE NEW LOW PRICES FROM $3.00 TO $3.50
Terms 5% 10 days

★

For this year our in-stock shipments have been ninety-four per cent complete

DODGE BLISS & PERRY COMPANY, INC.
NEWBURYPORT, MASS.

No. 2431—PATENT LEATHER LULU SANDAL
AAA to A.....4 to 7
B .....2 to 8
Medium rounded toe last
20/8 Cuban Louis Heel
Pastel Green Kid Lining
$3.50

No. 0431—WHITE SATIN LULU SANDAL
Rhinestone Buckle..Pink Kid Lining
White Satin Sock...Pink Kid Trim

No. 1430—WHITE KID LULU SANDAL
Pastel Pink Kid Lining
White Satin Sock
Pink Kid Trimming

No. 0430—WHITE SANDOLIN LULU SANDAL
Pastel Pink Kid Lining and Sock

No. 3430 — BLACK SATIN LULU SANDAL
Pastel Pink Kid Lining
Pastel Pink Kid Sock
Black Satin Trim
All with 20/8 Spike Louis Heel
AAAA to A.....4 to 7
B .....2 to 8
$3.50

No. 2680—PATENT DEL RIO
AAA to A.....4½ to 8
B .....3½ to 8
16/8 Cuban Louis Heel
Pastel Green Kid Lining
No. 1680—WHITE KID DEL RIO
with Pink Kid Lining
$3.50

No. 1176—WHITE KID AMY OXFORD
AAAA to A.....4 to 9
B .....3 to 8½
C .....4 to 8
14/8 Wood Cuban Heel...$3.50

No. 7676—BLACK KID AMY OXFORD
AAAA to B.....3 to 9
B .....3 to 9
14/8 Wood Cuban Heel **$3.25**

No. 2108—PATENT LEATHER SEAMLESS OPERA
AAAA to A.....4 to 8½
B .....3½ to 8
C .....4½ to 8
All Black Lining
$3.10

No. 62102—PATENT LEATHER REGENT
AAAA to A.....3½ to 9
B .....2½ to 9
C .....3 to 8
19/8 Louis Heel **$3.00**

No. 37102—BLACK KID REGENT
AAAA to A.....3½ to 8
B .....2 to 8
C .....3½ to 8
19/8 Louis Heel.....$3.25

No. 53104—BLACK FAILLE REGENT
AAAA to A.....4 to 8
B .....3 to 8
19/8 Louis Heel.....$3.00

OPTIMATES

"ONE GOOD TURN SELLS ANOTHER"

No. 1102—WHITE KID REGENT
AAAA to A.....4½ to 8
B and C.....3½ to 8
18/8 Louis Heel.....$3.25

No. 80102—DYEABLE WHITE MOIRE REGENT
AAAA to B.....2½ to 9
C .....3 to 9
18/8 Louis .....White Lining
$3.00

No. 17150—BLACK KID REGENT
AAAA to A.....4 to 9
B .....3 to 9
16/8 Louis Heel.....$3.25

The Color Book for Fall

By MARGARET HAYDEN RORKE

In which the Managing Director of the Textile Color Card Association coordinates Fall, 1932, shoe and costume colors for the benefit of the Joint Styles Conference at the Hotel Astor, New York, on May 3

MARGARET HAYDEN RORKE

Stern realities compel hard thinking. And due to the very tragic realities that the old world has experienced during the past twenty-four months, governments, industries and the man in the street are all groping for the way out.

One of our leading industrialists and publicists has offered as one of the solutions, economic planning. This phrase has caught my imagination in its relationship to color. It is the most pertinent expression I know to summarize the method by which the shoe and leather industry should apply color to its needs. Only by economic planning and orientation, both individually and collectively, can you now hope to keep color an asset and not a liability. Recent events make this the most propitious time for fundamental and constructive color planning. For many years we have been teaching the necessity for cooperative color leadership and building the machinery to put it into operation. This has been through the constructive work of the Color Committee of the allied shoe and leather associations working with the Textile Color Card Association.

Within my wide knowledge of the fashion industries, I know of none better equipped than your industry to put into action and capitalize a color program.

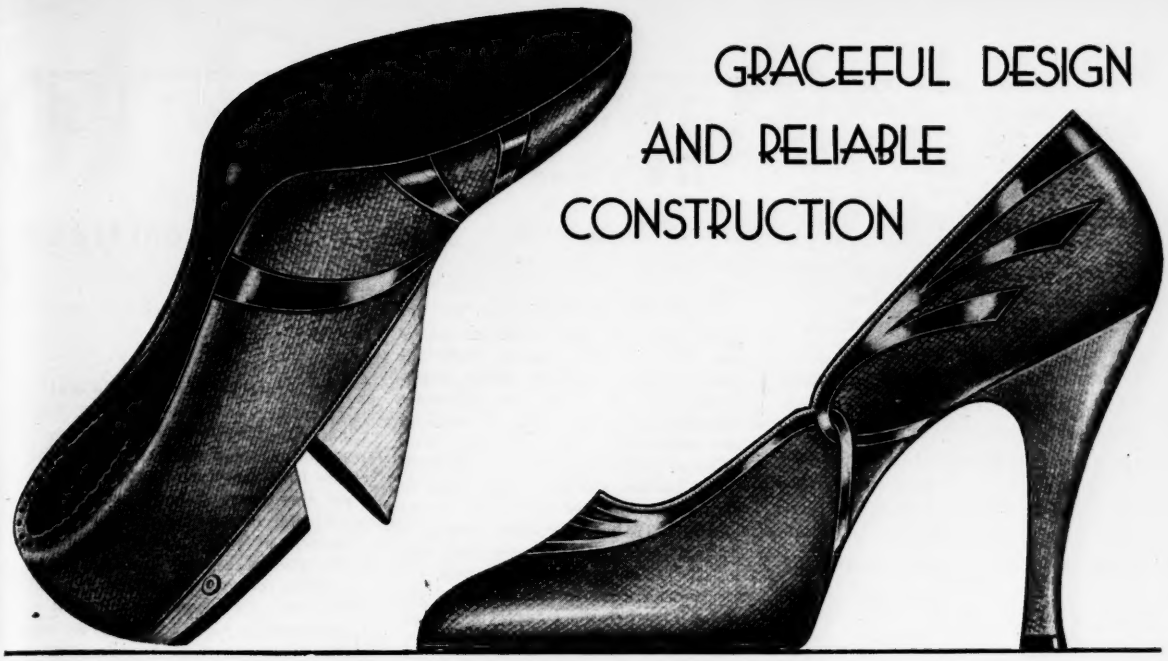
The first tenet in our economic planning must be that a shoe color has no reason for being unless it keys properly with the costume theme. It must have an affinity with the basic costume color, or it must perfectly complement it. In short, it must be in the movement of fashion. It must have personality, a sense of the appropriate, and above all, it must have good taste. And, once chosen, it should be intelligently promoted with assurance that it has the proper fashion background. Color, to be merchandisingly sound, must be useful and adaptable to the greatest number of purposes, so utility and purpose must, to a great extent, influence our present and future color programs.

(At this point Mrs. Rorke presented an enlarged set of charts showing the new Fall shoe colors. Following this there was brought on the platform a huge book bearing the title, "Story of Fall Colors." Mrs. Rorke resumed her address, using this book, on the leaves of which were shown in actual swatches the costume and shoe colors.
—The Editor.)

And now that we have introduced the characters in our "Story of Fall Colors," let us open the book and watch the plot unfold; and when the last chapter is read, you will, I am sure, agree that the only constructive and sound way to build a color program is, like our modern skyscraper, from the sub-subcellar up, and like all best sellers that start page one with just enough gayety, witticism or smart patter to lure the reader on, so do we arrest your attention and begin our first chapter by whetting your sartorial appetite with "Bordeaux and Burgundy Reds."

Costume colors: Bacchus Red, Burgundy Red and Sultana Red—these are the very dark wine reds which are high fashion, and with these the Porto, the Cinder Brown and Madeira Brown are the proper colors for the shoe. The Porto Brown, a very, very dark wine brown, as I demonstrated before, beautifully keys with all of these very dark wine red shades. The Cinder Brown, the very darkest brown, forms a beautiful complement, and Madeira Brown also is a perfect complement. I have chosen on every page two accent colors, which are especially keyed to fashion in their association with the new shades: Crayon Pink with dark wine reds, an extremely smart and new combination; and Oyster Beige, a cross between a beige and gray, to be worn and to be used in combination with the Burgundy reds.

Next we have the Mahogany Browns, the very newest versions of the brown family, very high style, to be treated in the same category that very dark reds are in the laboratory stage of fashion: Mahogany Brown, Rhum Brown,



SILHOUWELT

The fashionable SILHOUWELT combines modern graceful design with the comfortable and dependable qualities of welt construction.

With SILHOUWELT . . . the most exacting details in heel heights and extreme narrow shanks are successfully accomplished.

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

and Spicewood. The shoe colors to be appropriately worn with these are Madeira Brown, Indies Brown and Cinder Brown. You see you have all your dark browns, which form your perfect complement to these mahogany shades. You notice the versatility of these dark browns in their combining qualities with these many colors I have shown you thus far.

Now come African Browns: Angola Brown, Jungle Brown and Ebony Brown, the very, very dark pitch brown which all of the openings have stressed and which the American textile producer is preparing for as the highest style of dark browns. Cinder Brown is chosen especially to go with these very dark rich shades. The Indies Brown, your old friend, back again! It shows how very carefully this color has been chosen, not only as a volume color, but with all the qualities of high style; also Madeira Brown.

You will notice that beige, the new Cork Beige, and the newest mustard type of Green Gold, have perfect combining colors and accent notes for those new mahogany shades.

With the African Browns you have your Chaff Beige and your Limestone, the two smart combining colors, and despite any one of those shades your perfect shoes in your dark brown are a classic combination.

Here we have the beiges and the light brown families. Beige, of course, as you know, has had a tremendous comeback, and with the smart acceptance this year it has every possibility of going right into the early Fall, deepening, of course, as the Winter progresses into your medium, your café-au-lait shades. With these you have your dark contrast note, extremely smart, the Cinder Brown with the Chaff Beige, the Leaf Brown, the Indies Brown, and the Swagger Brown entering here to form a very smart walking shoe for any of these beige, light brown, families. Then we have the bright accent note which goes with these to liven them, the Brigand Green and the new Paprika Red.

[TURN TO PAGE 56, PLEASE]

They Said

• • At the Style Conference

MISS RHEA NICHOLS: We are going into the most tailored season and the greatest sports influence that we have had for many years. I think in big cities the silhouette will be almost mannish, as well as the materials. You will see more tailored suits, more woolen dresses, more knitted clothes. Lines will be straighter and not as boyish as we had in 1931, but more that feeling of informality, and that will hold true until six o'clock; in other words, you gentlemen want to be careful of the shoes that we used to term "afternoon" types.

▼▼▼

MISS CORNELIUS: In looking over some recent fashion pictures from Paris I was very much impressed with the number of pump types and variations of pump types. For instance, so many of them showed a higher cut in the front. They were still pumps, but they did have a higher feeling in the front. Sometimes that was emphasized by a buckle or a little bow or even two simulated eyelets with a little strap arrangement of leather across, really not an eyelet but having the effect of two eyelets.

▼▼▼

MISS ELIZABETH AMBROSE: This, I think, is the story: Very few strap shoes for street, your high cut especially in the oxford, your side closing and your Peale oxford as fashioned for America rather than for France, but nevertheless new and interesting, and your pump and closed-up sandals for evening.

▼▼▼

MISS HILDA RAU: The only way you have any chance really of making profits until there is a tremendous change in the whole tenor of the feeling of business is that you must be discreet in what you buy and in what you buy to sell. Conservatism is still the salvation of everyone for the time being.

Next Fall remember that as far as accessories go the wisest things will be black and browns, and in the very early Fall perhaps a little blue and later on a little dark red, practically no green.

Of course, at a time like this you have to brighten your lines a little bit, but I think your biggest chance not to have your profits wiped out by your losses is to be tremendously conservative.

▼▼▼

MISS RUTH KERR: We feel, after all, the black and the brown leathers answer every question, but we have tried to bring something new into the style picture for leathers this year. I have been working with the various tanners I represent, tanners of men's and women's leathers who make the kind of leathers suitable for women's shoes, generally, to work out a surface interest, not simulated grains, not quite as smart this year as real reptiles, to get some of the rough surfaces in a dull effect—DULL, not shiny—because it can be used with shiny leathers to give the same effect we have heard about from Schaperelli crepes and the woolens and the various fabrics which have surface interest, and in designing special new grains in leathers this fall the calf tanners have tried to develop something of that type.

▼▼▼

MRS. GEORGE PALEN SNOW: Quality is a word we hear today on the lips of women of all ages, because they have learned the expensiveness of cheapness. Fortunately for you shoe manufacturers, we hear it particularly from women with sore feet who have suffered from bad merchandise that they have been lured into buying by advertisements.

You know that a great many women who used to make up what we called "The Carriage Trade" are standing, walking and relying on their own feet to get them around. Do you realize that the taxi business has declined 40 per cent? The fact is that walking has increased tremendously among women of means and consequently their need for good, serviceable shoes.

▼▼▼

MISS MARGARET CASE: As this is a practical year, many new ideas in changeable accessories will be introduced. We are all going to go crazy over things that we can wear with anything—separate fur collars, for instance, that we can transfer from dress to dress. The shoe that is versatile will be a popular shoe. Promote shoes from this angle, and the idea should take. "Interchangeable" is now a great word in fashion.

ADVERTISING PAGES REMOVED

# of Commerce-

JUST as pure gold stands the hottest fire—so too dependable quality merchandise endures the vicissitudes of business for merchant and manufacturer alike.

Enna Jettick Shoes are designed with a quiet refinement that removes the risk of hazardous styles. Women's fancies are fleeting but their footwear needs are basic. Enna Jetticks are smart shoes built up to high quality standards that are continually improved but never lowered.

Such merchandise of character served from a million pair stock department that delivers with 100% efficiency provides a veritable jewelry of fashionable footwear that Enna Jettick dealers treasure highly.

Added to these fundamentals of good business is a most elaborate program of good advertising, national in scope and intensified by practical retail selling plans. Together they produce an irresistible lure to the women of the nation and pleasing profits to a great merchant clientele.

Ask any Enna Jettick dealer. He will tell you his franchise is one of his most precious possessions—one that stands the test of turbulent times and trials of modern trade.

ENNA JETTICK SHOES, Inc.

AUBURN, NEW YORK

Tune in the new Enna Jettick Melodies Broadcast, every Sunday, 9 P. M., Eastern Daylight Saving Time, WJZ and 50 Associated N. B. C. Stations.

Salable Shoe in America"

How to Advertise Sports Shoe Week

Cooperation and Concentration of Paid and Free Publicity Will Bring Real Results

Successful promotion of National Sports Shoe Week, May 23-28, will be accomplished mainly through two channels, window displays and retail advertising. To attain maximum results, both should be cooperative. A Sports Shoe Week promotion by any individual store should, if properly carried out, result in a considerable sales increase on sport shoes during the week and in an impetus, through publicity, that will serve to stimulate sport shoe selling throughout the season. But this effect can be enhanced tremendously if the sport shoe season is given a united send-off by all of the stores in the town cooperating in a simultaneous promotion.

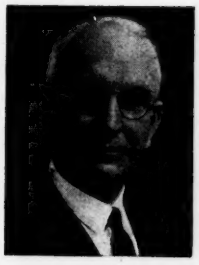
To carry out a cooperative Sports Shoe Week promotion in any community some advance preparation is necessary. There should be a special meeting of the local shoe merchants' association devoted to planning and securing the united support of the merchants in the community. A committee should be appointed to attend to the details and make sure they are carried out.

A capable publicity man should be appointed or engaged to prepare some interesting articles for the newspapers, stories with a news and human interest slant. If the papers are informed in advance that they can expect extra advertising from the individual stores as a result of the Sports Shoe Week promotion, they will be glad to cooperate by furnishing space for news stories and possibly will be willing to assign some member of the staff to prepare this publicity.

In many cities there are newspapers enterprising enough to plan an

These three samples of actual sports shoe advertisements may be used as models for building your own advertising. Call some of the phrases from them, for instance: "Play boy attire" from the Werner ad, "Cool! Comfortable!" from the Krupp & Tuffly ad, and "Back to make new records on the links!" from the Hahn ad.

"We Are . . . . a Small Plant . . but"



HERE at Auburn we run a modest-sized shoe plant. Not nearly as large, nor with nearly the same production as many other plants. And yet we turn out shoes right along, which have brought us many close friends among our dealers.

I suppose it comes from being a bit finicky about styles and values. Somehow I can't keep away from watching orders and production myself. And my executives can't either. We want to feel that everything's just like we promise, down to the last "dot." And we want to manage so as to keep our dealers getting their full margin of profit on their retail sales.

If you, too, would be interested in doing business with a firm like ours, write for our latest catalog. True Step Shoes are made to retail at $5. and we have another line to sell at $4.—both of them affording a rapid turnover plus a full mark-up.

H. G. Robinson
President

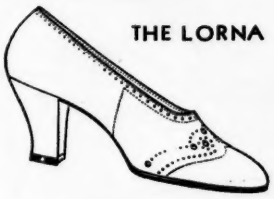
ROBINSON-BYNON SHOE CO.
Auburn, New York

TO RETAIL AT

$5

Here is our new unlined pump. Smart and glove-like in its fit. Fashioned of White Elk with a 16/8 covered Cuban heel. Widths AA-C.

THE LORNA



Another freshly designed model, the Pert. Neatly fashioned of White Elk and unlined. Has a 15/8 heel. Widths AA-C

THE PERT

TRUE STEP

Combination Last Arch Shoe

TRUE STEP COMBINATION LAST ARCH SHOE

Plenty of ideas, both in layout and phraseology are to be found in these sport shoe advertisements

extra section for Friday night preceding Sports Shoe Week, or to come out with the Sunday morning papers. Most papers issue such a section in advance of the annual automobile shows in the winter and in many cases they will be glad to do the same for the shoe trade to promote Sports Shoe Week. But they must be informed in advance and made to realize what there is in it for them.

To attain the greatest amount of publicity cooperation from the papers and also get maximum results from advertising, the ads should be massed in certain issues of the papers. Friday night is a good time to concentrate Sports Shoe Week advertising in the afternoon papers, and in most instances the Sunday morning editions will be found most effective for the morning papers.

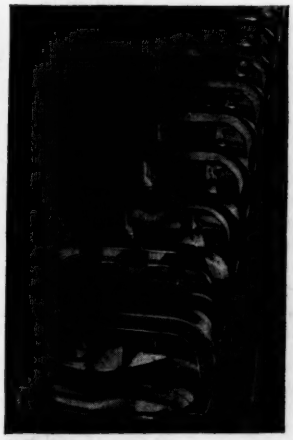
In addition to the concentration of retail shoe advertising for Sports Shoe Week in particular issues of the papers, it will be well also to give careful consideration to the advisability of massing such advertising on certain pages, where news articles can also appear. Such a massed array of publicity cannot fail to produce an effect that will be impressive and that will command the attention of the readers of the paper. If your paper plans a Sports Shoe Week section, this matter will take care of itself; otherwise it calls for some attention from the Publicity Committee and for cooperation on the part of the merchants.

Sometimes a certain store has a favorite location for its advertising in the newspaper, but even in such a case it may well be worth while to depart from custom in this case in order to obtain the advantage of having the store's ad appear with the others. Just as it is advantageous to have your store located in the same neighborhood with other shoe stores, so your ad will have increased attention value in a case of this sort by being grouped with other ads.

At this time of year when sports shoes are so much in the public mind, it is comparatively easy to prepare attractive layouts and copy that will get attention for sport shoe ads. Some interesting specimens are reproduced herewith. Good sized illustrations that will give an adequate idea of the patterns of the shoes, simple descriptions that can be easily understood and a few lines telling the use of the shoe are important essentials for the sport shoe copy. And in these days it's good advertising to play up the price in bold type of good size.

They look alike . . .
BUT *the difference is great*

COMPO



. . . . . GENUINE COMPO SHOES can be produced only by authorized users of Compo Equipment and Compo Adhesives.

. . . The same last, leathers and styling. Yet these two shoes are tremendously different — for one is a genuine Compo shoe, the other just a cemented shoe. Compo shoes have achieved a perfect union of sole and upper that outlives the shoe itself — while providing trim fit and a flexible quality impossible in ordinary footwear.

. . . The manufacturers selling you genuine Compo shoes are supported by the organization whose tireless research has made successful cemented shoes possible. The Compo technical staff has created for you that "margin of safety" so that you may sell this popular type of feminine footwear with absolute confidence. Many of the most successful merchants demand genuine Compo shoes. It will pay *you* to do so—for really, the *difference is great*.

COMPO SHOE MACHINERY CORPORATION
New York - Boston - St. Louis

What the Shoe Store Is Thinking About

[CONTINUED FROM PAGE 21]

15 years ago?" John mused one day. Then he decided, as he thought things over, that most of them were pushed out of business because they thought they could or should operate with a bigger percentage of novelties than staples. They did not learn the department store technique of taking a mark-down soon enough, of merchandising on a 30-day period, instead of once a season; of sizing up staples each week and at the same time getting rid of what was not selling. Nearly every one of these businesses went broke through bearing down on novelties too heavily. A store cannot make a sustained profit on novelties alone. Today's need, John concluded, is for men who know the business from the ground up, practical men, thorough shoe men, well versed in the fine art of the trade and not chiselers alone.

In 1929, and Now

In 1929, the women's stock in the Composite Shoe Store ranged in price from $6.50 to $18.50, with the volume on the $10.50 grade. In area, the shelves on the main floor were filled, as many more pairs were in the basement, with a generous assortment stacked in the rear stock room. Buying was on the general principle: "To do a good business, we must carry a little of everything." Sales would clean out the majority of the buying mistakes, and customers looked for these semi-annual events. In the old set-up there was another important factor. John felt his shoes must, for the most part, be different from those shown in the samples. Consequently, fully 85 per cent of his orders were make-ups.

Now to look on the present line-up and compare the changes wrought since the thinking-out process started.

The price range is from $4.00 to $12.50—the lower figure being for the growing girls—with the volume from $6.00 to $7.00. There is not one pair of women's shoes in the basement or in the back room. With the staples bearing the burden of the sales attack, and these shoes coming from stock, in most cases, no need exists for a huge number of pairs. The store now is a brief resting place for shoes rather than a storage warehouse.

Turning Stock into Money

Last November, John realized he had too much stock and at the same time was pressed for money. What is a better way to raise money than from the stocks, he reasoned. He selected some 1600 pairs of shoes whose cost averaged $6.00 and put them on sale at $5.45. This represented a licking right between the eyes. Furthermore, it was the first time that a major sale was ever held, other than the usual Spring and Summer events.

When the sale was over and the money in the bank, John realized that he would not be obliged to rebuy a single pair of the shoes sacrificed. Figures worked out this year show the smallest amount of mark-downs taken in the past five years or since he has been keeping such records. The pair stock turn-over has nearly doubled, in spite of the normal falling off of business. The switch from novelties to staples and the frequent buying of shoes from stock are responsible for the increase in stock turn.

Get Anything for Anyone

A strictly enforced rule is to never let a customer walk out of the store without either being directly turned over or without an open consultation. A policy of getting anything for anyone is the means of saving most sales of odd sizes. Since this rule has been in operation, two direct results are noted: A large increase in parcel post packages, receiving from 10 to 20 single pairs in a day is by no means uncommon—and the small number of lost sales. A check places the number of walks at less than ½ of 1 per cent, which is very good under good times. Salesmen were very likely to be careless when they had a large stock to fall back on, John found. Now they know he is watching the selling closer, so they are selling much harder.

In the upheaval in merchandising caused by the present conditions, especially the changing from a preponderance of novelty shoes to staples, the Composite Shoe Store did not change as many lines as one would be led to suppose. Most of the old houses revised their prices so the need of making new connections was not urgent. True, more new lines were added in the past year than in the entire preceding decade. There were ten, to be exact.

Selecting the Right Lines

When John started to buy in the more popular priced fields, he was more or less out of his element, so did quite a bit of groping in strange territory before he found just the right lines. Some unfortunate experiences that came from the experimenting caused him to investigate the reliability of all new connections with the tenacity of a hard-boiled credit manager. Having banks demanding payment for bills not yet due from manufacturing concerns that had gone broke is not a very satisfying experience. All in all, the Composite is justly proud of the many good connections they have made in the many years of being in business. They have stuck to these manufacturers through thick and thin, lean years and fat ones.

In the stock reducing process, the first consideration in swinging the axe in the elimination work was the chopping off of all lines that overlapped. Then some lines eliminated themselves by going out of business. The change to in-stock lines had the greatest effect in pulling down the inventory, as may be expected.

Right now the backbone of the women's stock is to be found in conservative welt shoes, which are good all the time. Some change in a few brief years!

In good times, John was one of the best side-line promoters in 16 counties. He sold leather purses as high as $22.50, evening bags for $50, and boasted of one sweet hosiery business. In the fall of 1929 he opened a dress shop. Right now he believes his job is to sell what customers want and what he likes to sell. Items in the luxury class are out of the picture. The dress shop was soon closed out in favor of a junior shoe department—a wise move, as subsequent events proved. When the upward swing is again felt, John will be right back at his old tricks of stretching the sales slip. But now it is a case of shoemaker stick to your last.

Play Windows Filled with Life

[CONTINUED FROM PAGE 15]

out to its full possibilities, but there is a good idea there. A kaleidoscopic picture of all Summer sports: tennis, polo, fishing, golf, motoring, power-boating—all these are conveyed by this suggestion. Silhouettes on a white background may be used; a composite arrangement of photographs illustrating the same ideas, or a panoramic drawing on a large scale would be effective. Display board, cut to suit, may be used for the floor fixture while your general window equipment should provide the display stands.

Merchants who are not equipped to construct the fixtures described above may order them from concerns specializing in building display material. The hand-cut letters and numerals may be purchased for as little as 15 cents a piece and the large silhouette figures can be had for $15. All display board and papers is supplied in soft colors so as not to distract attention from the merchandise. Silhouettes are made also in felt in various shades. The felt sticks easily to the background and may be arranged in any way and varied to suit the type of display. The names and addresses of display material houses will be supplied on request.

ADVERTISING PAGES REMOVED

HOW'S BUSINESS

Shoes at New England Exposition

BOSTON—Four concerns in the footwear field were among those participating in the so-called "New Products Exposition" held at the Copley Plaza Hotel recently under the auspices of the New England Council.

The Stetson Shoe Co. of South Weymouth, Mass., showed a number of extremely light weight women's style shoes made by the cement and "welded welt" processes; E. T. Wright & Co., Inc., of Rockland, Mass., displayed, among other styles, their "Executive" last soled with Darex; the Ault-Williamson Shoe Co., of Auburn, Me., showed new types of comfort footwear, and the Cambridge Rubber Co., of Cambridge, Mass., displayed the newly popular open work sandals and the heavier types of rubber-soled canvas shoes used in many parts of the country as a boys' play shoe.

The exposition was planned to show the public the progress which has been made by New England industries in developing new products to meet new conditions. It was largely attended and was preceded by a meeting of members of the council, during which experiences and ideas were exchanged for the good of all.

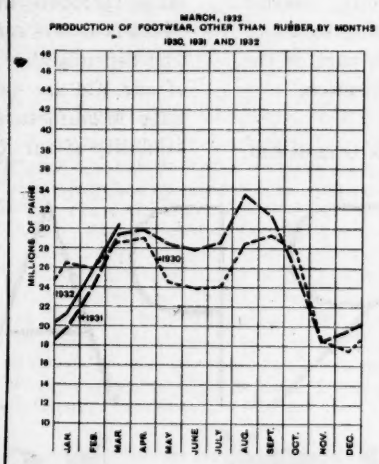
Red Cross at Peak Production

CINCINNATI—The climax of the recent Red Cross shoe sales convention, held at the new Netherland Plaza Hotel in Cincinnati, was the announcement by Ernie Daniels, sales manager, that there would be no let-up in peak production for the rest of the year.

Salesmen from all over the country reported the new Red Cross shoe was setting sales records for department stores in nearly every territory. After viewing the new fall line, salesmen were more enthusiastic than ever about the shoe business this fall. The convention closed with a banquet at the Cincinnati Country Club.

March Production Up

WASHINGTON, D. C.—Production of footwear in the United States in March, 1932, as reported to the Department of Commerce by manufacturers, representing approximately 98 per cent of all footwear produced, other than rubber, amounted to 30,499,935 pairs, a gain of 17.5 per cent over the 25,958,400 pairs reported for February, this year, and of 3.9 per cent over the 29,363,616 pairs reported produced in March of last year.



For the first three months of this year footwear production was 6.1 per cent larger than in the first three months of 1931.

The following figures show the production by kind for March, 1932; February, 1932, and March, 1931:

Kind	Number of Pairs March 1932	February[1] 1932	March 1931
Boots and shoe, total	30,499,933	25,958,400	29,353,616
High and low cut (leather), total	26,246,344	22,835,088	25,484,183
Men's dress shoe	4,882,649	4,305,372	6,254,324
Men's work shoe	1,761,625	1,548,392	
Boys' and youths'	1,660,517	1,490,119	1,653,575
Women's	12,200,012	10,559,586	11,887,974
Misses' and children's	3,871,724	3,412,683	3,712,249
Infants'	1,869,917	1,518,936	1,976,161
Athletic and sporting[1]	109,908	91,082	148,508
Part-leather and part-fabric	137,897	97,962	550,744
All-fabric (satin, canvas, etc.)[2]	718,681	559,679	414,352
Slippers and moccasins for house wear, total	2,252,903	1,678,241	2,044,599
All leather	429,585	373,228	427,886
Part leather, felt, etc.	1,823,318	1,305,013	1,616,713
Barefoot sandals, play shoes, and all other footwear[3]	1,034,200	696,348	721,230

1. Figures revised to include data received after publication of February report.
2. Excludes footwear with fabric uppers and rubber soles.
3. In addition, factories reporting leather footwear produced 713,015 pairs of rubber-soled footwear with fabric uppers during March and a total of 1,553,794 pairs during the period January-March, 1932.

TRADE DOINGS

Hahn's Celebrating 56th Anniversary

BALTIMORE—The Hahn shoe shops in Baltimore Md., operated by the William Hahn Co. of Washington and Baltimore, are participating in the Fifty-sixth Anniversary observance of the founding of the business. Footwear is being offered or featured at special "anniversary" prices.

Hahn's shoe business, which occupies an important place in the exclusive retail shoe field of Baltimore and Washington was founded by the late William Hahn and has been continued since his death several years ago by his three sons.

New Waterbury Store

WATERBURY, CONN.—A retail shoe shoe store, known as the Royal Shoe Store, has been opened in the Brown Building, 21 South Main Street.

SPORT SHOE WEEK, MAY 23-28

SPORT SHOE WEEK, MAY 23-28

THERE'S ADVENTURE, FOREIGN PORTS, STRANGE NATIVES WITH STRANGE CUSTOMS, IN THIS BUSINESS OF FURNISHING MY MODERN LADY WITH SHOES OF BLACK GLAZED KID

● In the trading centers of China the musical sing-song of the native dialects merges with the tinkling bells of colored, carved pagodas.

There is romance in nearly every business if you look for it in the right way. But in this one of making fine glazed kid (and *fifty million* raw goatskins are imported yearly into the United States) one doesn't have to *look* for it, this business deals with the stuff that *makes* Adventure. The Four Corners of the Earth—the Seven Seas — Foreign Ports and strange native Bazaars—markets ranging from the high, wooded mountains of South America to the blazing sands of India and tropic Africa—these are but a part of the duties and contacts of our Buying Organization.

The uniformity and beauty of our Black Glazed Kid, outside stock, as well as that of our black, white, and colored Kid linings, begins with our Buyers, stationed all over the world at the Sources of raw goatskins. For the only limit set upon the half century of experience, the skill handed down for generations, and the faithful and consistent work of our Production Departments, is the raw materials they use. Our Buyers' care in selecting only the finest of hand inspected skins therefore makes possible our finished product, which is always consistently graded and *never* resorted. The dependability, as well as the workability of our Kid are naturally an advantage to the Shoe Manufacturer, just as the beauty and salability of our Kid profits the Shoe Retailer.

SURPASS

LEATHER COMPANY

Black and colored glazed kid for outside stock and linings (also genuine Kangaroo) can be obtained from Surpass in any grade and of standard unvarying quality

9th & Westmoreland Sts., Phila.

New York Boston Chicago
Cincinnati St. Louis London (England)

SPORTS SANDAL PROMOTION

AKRON, OHIO — Spectacular and unique methods employed by Eldege B. Belhumeur, of the A. Polsky Co. of Akron, to introduce sports footwear to Polsky customers scored a decided hit in Akron.

Mr. Belhumeur concluded that the most effective means of introducing a new line of sandals and oxfords was one which would create a great amount of attention and interest. Therefore he used some rather unusual window effects and a remarkable display in the store. In addition, large newspaper space was used and Mr. Belhumeur had a crew of girls actually making Dun Deer oxfords and sandals in the store.

The wome nof Akron and surrounding towns were intensely interested in the actual making of the shoes. A rather unusual feature of the demonstration was that several men ordered shoes to be made while they waited.

Women were particularly interested in the fact that a pair of oxfords or sandals could be made in twenty minutes and in any color combination that they desired. Many pairs were sold as a result.

To further popularize sports products, an evening sportswear style show was staged and was favorably received by both the public and the newspapers. One of the most outstanding features of the show was the Kennedy ensemble of suede coat, beret and purse displayed with oxfords in harmonizing colors.

That the public is intensely interested in sports shoes of handcraft construction was conclusively shown by the widespread interest and the very pleasing volume of sales made during the demonstration.

"Wonder Book of Rubber"

AKRON, OHIO—Portraying the romance of the rubber industry and the part played in its development by the Goodrich company, manufacturers of more than 32,000 articles of rubber, the B. F. Goodrich Co. has issued its latest publication, "The Wonder Book of Rubber."

After relating discovery of rubber by South American Indians, and tracing slow growth of its use in earlier years, the book turns to description of manufacturing processes. It gives brief but clear explanation of construction of tires, footwear, rubber sundries, mechanical goods and other products covering the range of American industry.

"This book is not offered as a scientific discussion, but only as a story of rubber manufacture and use of rubber products," the foreword declares.

Well illustrated, the pictures range from those taken in the tropical jungle and rubber plantations of the Far East to scenes in the Goodrich vulcanizing "pit" and elsewhere in its factories.

Founding of Goodrich in Akron in 1870 by Dr. Benjamin Franklin Goodrich, Civil War surgeon, is related. World-wide activities of Goodrich also come in for discussion, pictures and print telling the story of fabric mills, manufacturing plants in this country and abroad and distribution of products throughout the civilized world.

Pogue Opens New Children's Shop

CINCINNATI, OHIO—The H. & S. Pogue Co. has opened a new children's shoe shop known as the Wee Moderns Shoe Shop on the third floor of the store. The new shop is tastefully decorated with story book pictures painted on the walls and fitted with animal shaped benches. Weatherbird shoes for children and the junior miss are featured in the new department, the opening of which was announced in large advertisements in the Sunday newspapers of May 1.

SPORT SHOE WEEK MAY 23-28

Profitize Your Business in 1932

Watch Your Stock !

Keep it "liquid" with

DUDE RANCH CAMP MOCS

GENUINE GOODYEAR WELTS

These shoes for young women in active sports are fast sellers. You can turn them frequently if you watch your stock closely and re-order daily. Leading merchants are pushing Dude Ranch Camp Mocs, because the fine shoemaking and splendid quality in them make the prices extremely attractive. Write for our franchise proposition.

IN STOCK—*Always*

The
PEEK-A-BOO

Style 347—White elk punched oxford, brown trim.

Style 346—White elk punched oxford, black trim. White sport sole, 9½/8 white heel.

Style 359—Dark smoke elk blucher oxford, log cabin elk trim, natural sport sole, 9½/8 leather heel with gristle toplift.

Sizes—3½/8 AAA—3/8 AA-A —2½/8 B-C

Price $2.70

Write for Dude Ranch Camp Mocs catalog showing complete line in natural colors.

THE JUVENILE SHOE CORPORATION OF AMERICA

AURORA MISSOURI

St. Louis Sales Office, Jefferson Hotel

WHERE TO BUY
Men's Shoes

"A MAN'S DECISION"
THE Old Colony
Boston—183 Essex Street
N. Y.—915-917 Marbridge Bldg.
Men's Fine Shoes Old Colony Shoe Co. Brockton, Mass.

The Packard SHOE FOR MEN
M. A. PACKARD CO., Makers
BROCKTON

Nettleton
and MILLER COOK SHOES
A. E. NETTLETON CO.
H. W. COOK, *President*
Syracuse, N. Y.

Stacy Adams Co.
Manufacturers of
MEN'S FINE SHOES
Brockton, Mass.
TRADE MARK

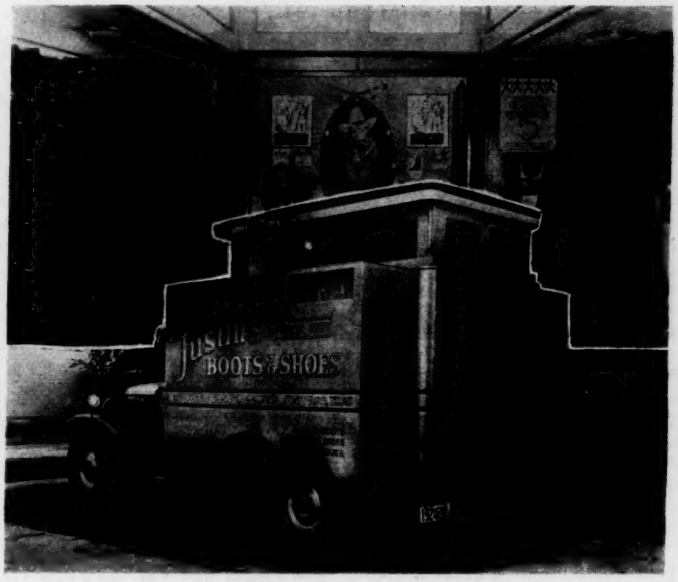
Brennan Shoe
Richards & Brennan Co., Randolph, Mass.

The Edwin Clapp SHOE
"HIGHEST GRADE ONLY"
EAST WEYMOUTH, MASS. U.S.A.

WHERE TO BUY
Sport Footwear

BASS GENUINE MOCCASIN BOOTS
Camping Hunting Fishing
G.H. BASS & CO. 11 MAIN ST WILTON, MAINE

A TRAVELING SALESROOM IN SOUTHWEST



H. J. Justin & Sons, Inc., Fort Worth, Tex., have found this traveling sales and display room a big help in covering territory. The outside of the expanding truck is shown below, while above is an interior view, showing the roof lifted and the sides pulled out giving ample display space. A complete line of Justin boots and shoes is carried in this traveling salesroom.

What Portland Women Buy

PORTLAND, ORE.—The survey of buying in Portland, recently completed by R. L. Polk & Co. and released through the courtesy of the *Oregon Journal*, is proving of interest to shoe men here. Figures show that only 8 per cent of the Portland women buy shoes under $3, 39 per cent buy from $3 to $5 shoes, 32 per cent choose $5 to $8 ones, and 17 per cent buy $8 to $15 footwear, with about 0.64 per cent wearing over $15 ones.

In the men's footwear line, the proportion of higher priced shoes compared to hats is higher than in other cities surveyed so far. Men buying shoes under $3 constitute only 4 per cent of the total consumers, while those buying hats under $3 include 15 per cent; shoes $3 to $4.90 include 26 per cent, and for hats $3 to $5, 41 per cent.

Hosiery for women showed the large percentage of 78 buying under $1.35, of which 46 per cent were buying under $1.

Buys Sachs & Vigorith Business

CINCINNATI—The Big "K" Shoe Mfg. Co. has recently purchased from the Geo. W. Newman Leather Co., the business of Sachs & Vigorith, Inc., 30 Duttenhofer Building, Cincinnati.

The Big "K" company will add this line of high grade slippers for women to its line of men's slippers.

Creates Parisian Atmosphere

BUFFALO, N. Y.—Parisian atmosphere created by reproductions of the Eiffel Tower and Arc de Triomphe against a background of silver, black and red with light maple fixtures decorates the new retail shoe store of the Paris Footwear Co., at 604 Main Street. The store is under the management of Jack Jacobs. In addition to women's shoes, it also carries a line of hosiery and handbags.

Combine Millinery and Shoes

NEW ORLEANS—The Waldsdorf drug store corner, at Canal and Basin Streets in the Saenger Theater Building, has been leased by the Pieser Millinery Company. The store, with a frontage of 22 feet on Canal Street and a depth of 100 feet, will be remodeled and equipped with modern fittings. When completed it will open as a shop specializing in millinery and ladies' shoes.

SPORT SHOE WEEK MAY 25-28
Profitize Your Business in 1932

BOSTON SHOE FAIR

(13TH ANNUAL)

HOTEL STATLER

July 11th, 12th, and 13th

¶ The Official Midsummer Show and Market-Convention, sponsored by the New England Shoe and Leather Association.

¶ Five floors of fascinating footwear—the pick of New England's 1932 output.

¶ Presenting the last word in quality, workmanship, style and service, instructive educational exhibits, and helpful retailer and wholesaler conferences.

¶ Come and look over our snappy, quick-selling lines, and enjoy the complimentary salt-water outing, golf tournament for prizes, and other delightful outdoor hospitalities to visiting buyers!

¶ Auto Trips to local George Washington shrines for the ladies.

SPECIAL RAILROAD *and* STEAMSHIP RATES

¶ For hotel reservations and information, write

THOMAS F. ANDERSON, *Secretary*
166 ESSEX STREET, BOSTON, MASS.

A Cordial Welcome to all Buyers of Footwear and Accessories

WHERE TO BUY
Women's Shoes

Dr. A. Reed
CUSHION SHOES

FOR WOMEN
THE JOHN EBBERTS SHOE CO., Inc.
Buffalo, N. Y.

Both lines carried in stock.

FOR MEN
J. P. SMITH SHOE CO.
Chicago, Ill.

WHERE TO BUY
Men's and Women's Slippers

W. S. CHASE & SONS, INC.,
HAVERHILL, MASS.
In Stock Men's Full Leather Lined Handturned Slippers
Priced from $1.75
Kid Pullman Slippers colors and Black with
Snap Pocket $1.35
Zipper Pocket $1.50

QUALITY TURN
D'ORSAYS
On the Floor, all colors, A and C widths.
Write for catalogue
FREEMAN-THOMPSON SHOE COMPANY
St. Paul, Minnesota

Men's Hand Turned Slippers
ROMEOS EVERITS OPERAS
ALL LEATHERS $2.00 TO $2.50
GOLDEN BROWN KID—IN STOCK
ROTH SHOE COMPANY
MANUFACTURERS
50 N. FOURTH ST. PHILADELPHIA

Radio-Tyme House Slippers
Genuine Hand Turned
In-Stock to Retail
$3 to $6

No. 1415—Tan Kid Brunett $1.99
No. 1400—Tan Kid Opera $1.99

L. B. EVANS' SON CO., Wakefield, Mass.

Visible Radio Merchandising

SEATTLE—Radio merchandising—not the garden-run type of radio promotion but an extraordinary kind that is both seen and heard, has increased the volume of the downstairs shoe section of Rhodes Department Store, Seattle, five times!

Each Wednesday, from 12 to 1, from 400 to 600 persons overflow the store auditorium to see and hear the broadcasting of a radio program featuring a $5 line of footwear, and Rhodes' personal shopper, "Mary Gordon," who tells about the style and comfort points of the shoes, also wears a pair to prove to the eye that they are truly smart. Station KOL supplies plenty of studio talent for this broadcast, to carry out the fact that this is called a "Carnival Hour." The broadcasting is done from a platform in the auditorium, without barriers of glass or space to de-personalize the broadcast.

The visible radio program is recurrently mentioned in Rhodes' newspaper advertising, and there is a further tie-in in radio windows, using photographs of the popular staff artists, placards about the broadcast, etc.

Conference Costumes Shown in Newspaper

NEW YORK—A repercussion of the Joint Shoe Style Conference on May 2 and 3, was seen in a full page of editorial matter in the *New York Herald Tribune* of Sunday, May 8. The page carried the heading "Shoes for Every Type of Costume" and showed the 12 costumes with appropriate footwear, as presented by Alma Archer at the Styles Conference. No credit was given Bergdorf-Goodman, however, for the shoes or the costumes. Sara Marshall Cook, fashion editor of the *Herald Tribune*, also had an article on the page devoted largely to the care of the feet. The full page of shoe matter was the largest editorial shoe promotion seen here in some time.

Cooperative Delivery

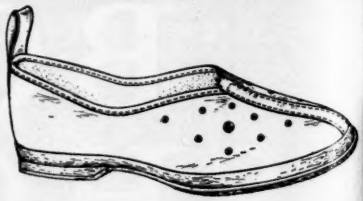
NEW YORK—A number of the shoe dealers of New York City have greatly extended their delivery area by adopting a consolidated service which handles deliveries for many of the large department stores and specialty shops.

This organization, known as the United Parcel Service, provides a twice-a-day schedule covering Manhattan from the Battery to 181st Street, and a once daily schedule to outlying territory within a 50 mile radius.

The following shoe stores are now using United Parcel Service:

Arch Preserver Shoe Shop, Cantilever Shoe Shop, The Coward Shoe, Florsheim Shoe Stores, Grossman Shoe Stores, Inc., Ground Gripper Shoe Stores, Inc., Dr. Kahler Shoe Store, I. Miller & Sons, Inc., Physical Culture Shoe Shop, Smith & Sons Bootery, Inc., Stetson Shops, Inc., Van Hart, Inc. and Walk-Over Shoe Stores.

NEW IDEA IN SPORT SHOES



This shoe designed for general sport and beach wear is made with a perforated elk upper and a crepe sole. No lacing or buckling is necessary, the shoe being pulled on by the strap at the back. It comes in smoke or brown elk and in sizes for men, women and chilldren. For men a mule type shoe of similar construction in elk with a rubber sole also is available

ABOUT PEOPLE

Kansas City Shoe Men Elect

KANSAS CITY, MO.—At a dinner meeting of the Kansas City Shoe Retailers' Association, held in the Ambassador Hotel Tuesday evening, April 12, officers were elected for the year as follows: E. V. Becker, of Nisley Shoe Co., Inc., president; Jay J. Jaffee, of Harzfeld's, first vice-president; A. J. Cox, Robinson Shoe Co., second vice-president; I. E. Cox, Dr. A. Reed Cushion Shoe Co., secretary-treasurer.

Directors elected were: S. W. Napier, Napier's; "Spike" Arnold, Bostonian Shoe Store; Homer H. Cooper, Kline's; J. A. Hutcheson, Hutcheson-Stetson Shop; Ben F. Smith, the Jones Store, and B. R. Schafer, Cantilever Shoe Store.

Arnson and Brostrom Elected

JAMESTOWN, N. Y.—Herman Arnson and Albin Brostrom, representing the retail shoe trade in Jamestown were elected members of the executive committee of the Retail Merchants' Association for the 1932-33 fiscal year. Both of these footwear retailers are well known in the Chautauqua county area and will meet with the retailers division of the Chamber of Commerce to plan and foster all activities of the Jamestown merchants for the next year.

SPORT SHOE WEEK
MAY 23-28

Profitize Your Business in 1932

SHOE LACES
AN IMPORTANT LITTLE DETAIL

The wide-awake manufacturer never neglects his laces for he recognizes the quality lace as one of the smaller yet important items so necessary to the smart, finished appearance of his footwear.

Although the customer may not know that your shoe conceals a box toe, counter, shank, etc., he instantly sees the lace. A good looking, quality lace is a visible sign of inbred quality in the shoe itself. Equip your shoes with laces backed by 67 years of lace making experience. We can offer you a complete line of glazed, soft-finished, rayon, and mercerized laces for all types and grades of shoes at prices which make them unusual values.

SHOE LACE COMPANY, LTD.

(Successor to Joslin Manufacturing Co., Established 1865)

PROVIDENCE, R. I.

SELLING AGENT

UNITED SHOE MACHINERY CORP., BOSTON, MASS.

WHERE TO BUY

Children's Footwear

CHILD LIFE SHOES

High Grade Goodyear Welt Shoes in Stock

WISWELL-TREANOR SHOE CO.

CEDAR GROVE WISCONSIN

FOR BOYS | THE KAMPTRAMP SHOE | FOR GIRLS

Tan and Smoked Elk Moccasins
Goodyear Welts In Stock

5/8—Infants' $1.85
8½/12—Child's $2.25
12½/3—Misses' $2.50
2½/8—Women's $2.10

Send for catalog

ADAMS BROS.

PITTSFIELD, N. H.

WHERE TO BUY

Play Shoes

BROUWER'S
RESEARCH LAST
in the
MONDL PLA-SHU

(Also Pla-Moes to retail $1.00 and $1.50)

For healthy feet—doesn't sweat them like rubber—Muleskin suntan uppers and trim; chrome retan bend soles.

2000 6-11, Child ..... $ .67½
2001 11½-2, Youth ..... .77½
2002 2½-6, Boys ..... .90
2003 3-8 Women's ..... .90
2004 6-12 Men's 1.30

Also tennis shoes, muleskin uppers
2003—Women's oxford 3-8 10½ iron Avon sole $1.30
2004—Men's high shoe 6-11 14-iron Avon sole $1.57½
Case lot prices.

MONDL MFG. CO.
Originators of the Pla-Shu
Oshkosh, Wisconsin

SPORT SHOE WEEK MAY 23-28

Profitize Your Business in 1932

Rosenthal Buys Into Mandel Store

PORTLAND, ORE.—Joseph Rosenthal, formerly of the Rosenthal Mercantile Co. of Chanute, Kansas, has purchased a 50 per cent partnership in the Mandel Shoe Store at Portland and will assist Glenn Fullerton, owner, in the selection of shoes hereafter. Mr. Rosenthal was a member of the Kansas firm more than thirty years, managing from 1924 until 1929 when the store was destroyed by fire.

Mr. Rosenthal and Mr. Fullerton intend to expand later and develop a chain of stores.

Goodger Heads New Company

ROCHESTER, N. Y.—Willard C. Goodger is president of the Goodger Shoe Corporation, a new manufacturing enterprise organized to make children's shoes. The factory is expected to be operating by May 1.

The Goodger Shoe Corporation will continue to use the trade name "Hapytoz" and to feature the complete line of twins and stitchdowns formerly made by W. C. Goodger, Inc. An in-stock department will be maintained.

Sohmer Operating Store

BALTIMORE—A. L. Sohmer, who has been identified with the retail shoe business of Baltimore, Md., for the past twenty years as buyer and merchant, is now operating the exclusive shoe shop at 320 West Baltimore Street, which was formerly maintained as a branch of Goodman's Good Shoe Shops.

Gaines with Montgomery-Ward

PORTLAND, ORE.—F. E. Gaines, with the Fashion Bootery here some time, is now manager of the shoe department at Montgomery Ward & Company's local retail store. Milton J. Gilbert, son of the general manager and former manager of the department, has been moved to Eugene, where he will manage the shoe department in the branch store

Henry Schuldt Transferred

PORTLAND, ORE.—Henry Schuldt, formerly manager of the shoe department for the main J. C. Penny Co. store here, has been transferred to La Grande as assistant general manager. He is succeeded here by R. C. McFarland, with the store the past four years.

Campo Manages Department

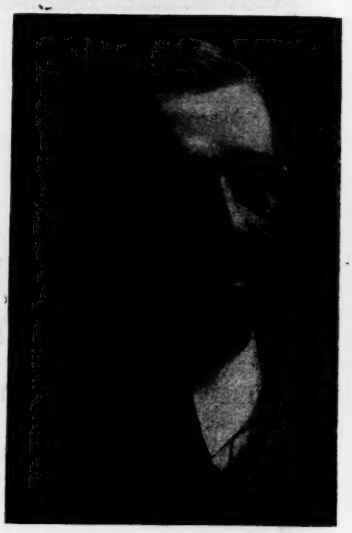
TUSCALOOSA, ALA.—Al. L. Campo Jr., for the last three years with the Fashion Store in Beaumont, is now manager and buyer of the Louis Wiesel department in Tuscaloosa.

A. Martin Opens Store

DANBURY, CONN.—Adolph Martin has opened a retail shoe store at 18 White Street.

Leases Dayton Department

DAYTON, OHIO—Paul W. Crawford, of Lima, has leased the shoe department in the high-grade ready-to-wear store of Mearick-Ames, Inc., taking possession at once. The Mearick-Ames entire store has been revamped and graded up. Mr. Crawford's intentions



PAUL W. CRAWFORD

are to operate a shoe department in complete harmony with the new policy of the store. He will feature women's shoes at the following prices: $6.50, $8.50, $10.50 and $12.50. George R. Emary will be in charge of this branch. Mr. Emary was shoe buyer for the Rike-Kumler department store for several years. J. Kenneth Crawford has resigned his position with the Firestone Tire & Rubber Co. Akron plant and will be associated with his father as manager of the Lima store.

Budge Finds Business Good

PORTLAND, ORE.—T. R. Budge, who recently opened the new I. Miller shoe department at H. Liebes & Co., is finding business better than expected. His department is attractively divided into two sections, a dress and street section at the foot of the stairway dividing the accessories and lingerie department from the sportswear and millinery departments and the sport shoes section at the top of the stairway, adjoining sportswear.

Mr. Budge, who was formerly manager of the I. Miller shop in the Biltmore Hotel, Los Angeles, is adopting the policy of having but two shoe sales a year.

Name Milwaukee Representative

PHILADELPHIA—Robert H. Foerderer, Inc., Philadelphia, has announced the appointment of W. D. Williams, 1138 E. Water Street, Milwaukee, as their representative in the Milwaukee territory.

NEW, SCUFFLESS HEEL COVERING—

PYRAHEEL

matches popular shoe materials!

This heel is covered with PYRAHEEL

PUT aside old-fashioned ideas about heel covers! Here's something entirely different. It's Pyraheel—du Pont's new, scuff-proof heel covering. "One of the greatest advances we've seen!" say leading shoe men.

Let's see. Pyraheel covers have texture—they have pattern—they have color. They match almost any standard shoe heel material. Kid, calf, reptile—why, your eye can scarcely tell the difference from leather! Moire and other materials are reproduced in life-like pattern and texture.

Now pick up one of these heels. Strike it against a sharp edge. Rap it with a ruler. Slam it down on your desk. Not a mark! Try again. Still no scratch or scrape! You can use a lot of force on Pyraheel—more than a woman wearer will ever use.

For your own sake, find out all about Pyraheel *now*! See for yourself how this new, scuffless heel covering means definitely more volume for you. Shoe manufacturers are showing sample shoes made up with Pyraheel. Retailers are investigating its added sales appeal. Don't wait . . . ask us to send you sample heels and complete information now. There is no obligation. Du Pont Viscoloid Company, 350 Fifth Ave., Dept. 25, New York City.

UNIQUE *in these 5 ways*

1—Won't scuff or mar, or show signs of wear. Easily cleaned to original beauty.

2—Colors and patterns always match and are always uniform.

3—Grain or texture of leather and cloth used for heel covering can be reproduced in sheet form or by the embossing machine.

4—Gives new sales argument, combining style, beauty, and extra long wear.

5—Can be adapted to fit any style or type of shoe ensemble.

DU PONT
REG. U. S. PAT. OFF.

PYRALIN
FOR HEEL COVERING

WHERE TO BUY
Ballet Slippers

DURO-TOE (Patent Pending)

The outstanding hard toe Ballet Slipper, *invented by Capezio!* Distinctive for its *patented* toe protector and concave arch. Retails profitably at $5.50 — Black, Pink, White Satin, Black Kid.

Send for catalog. Ask about franchise.

Canezio
OVER 40 YEARS
333 WEST 52ND ST. NEW YORK CITY

CHICAGO STOCK DEPT.
159 No. State St.

LOS ANGELES STOCK DEPT.
1951 Hillhurst Ave.

IN-STOCK—BLACK KID BALLET—RIGHT AND LEFT LAST

	Wom.	Miss.	Childs
608..	$1.15	$1.10	$1.05
600..	1.30	1.25	1.20

Brooks Shoe Mfg. Co.
Philadelphia
Swanson and Ritner Sts.
Los Angeles—1162 So. Hill St.
IN STOCK

In Stock Black Kid Ballet Right and Left Last
Ladies' $1.20 pair
Misses' $1.15 pair
Childs' $1.10 pair
BLOG SHOE CO., INC.
147 Duane Street
New York City

WHERE TO BUY
Wooden Sole Footwear

Sundip Sandals

have a place in every smart girl's summer apparel.

Lovely orchid, green, red, yellow, black, Royal Blue.

Wide straps, narrow straps or an exclusive new lace model for the very chic.

Extra Profit for the alert merchant.

CATALOGUE NO. 4.

REECE WOODEN SOLE SHOE CO., INC.
Columbus, Nebraska

WHERE TO BUY
Shoe Forms

Fairy Forms
FOR SHOES AND HOSIERY
made from white, transparent or colored
FAIRYLITE
Shoe Form Co. Inc., Auburn, N.Y.

ON THE SELLING END

News of the Travelers and Sales Activities

Cooperation His Motto

Joe Striks

Joe Striks, better known as "Big Joe" to his many Detroit dealers and friends, covers the territory in and about Detroit for the Bob Smart Shoe Co., of Milwaukee.

Big Joe's success is directly traceable to his close cooperation with his dealers. There is no detail, be it ever so minor, that escapes his attention. His customers place implicit faith in his judgment and Joe accepts this faith by the congenial way and thoroughness with which he serves his accounts.

Enna Jettick Sales Convention

Salesmen representing Enna Jettick Shoes, Inc., of Auburn, N. Y., gathered at the Osburn Hotel, Auburn, on May 2, 3 and 4 for their annual sales convention.

The highlight of the convention was the annual sales dinner held on Monday night, May 2, which was attended by the salesmen and the executive personnel of the Auburn and Binghamton factories. Fred L. Emerson, president, presided at the meeting. E. K. Woodrow, sales promotion manager, outlined the new sales and merchandising plans, and Buford Jones, vice-president and sales manager, also spoke, elaborating the sales and merchandising plans.

OBITUARY

Clyde Nease Killed in Auto Crash

INDIANAPOLIS, IND.—Clyde O. Nease, 43 years old, living at 4337 College Avenue, this city, was killed Friday night, April 29, when the automobile he was driving collided head-on with another machine on State Road No. 67, a mile north of Huntsville, Ind.

Nease, who was an employee of the Brown Shoe Co., St. Louis, Mo., was driving south toward Indianapolis, following two other automobiles. As he pulled to the left side of the road to pass them, he met another car coming north. The car Nease was driving was demolished and his chest was crushed, his ribs broken and lungs and kidneys punctured.

Mr. Nease was hurrying home to attend his daughter's birthday party. Until coming to Indianapolis, he spent several years in Lebanon, Ind., where he was connected with the Adler department store. He was a member of the Lebanon Masonic Lodge and was an elder in the Third Christian Church of Indianapolis. He is survived by the widow and daughter, his parents and a brother, Harold Nease, of Des Moines, Iowa. Burial took place on Monday in Lebanon, Ind.

Henry C. Wehrie

BRAZIL, IND.—Henry C. Wehrie, 80 years old, veteran shoe dealer of this city, died recently at his home of pneumonia, following a short illness. He was born in Newark, O., the son of natives of Germany, and located in Brazil in 1861 with his parents. He and his brother, the late Frank J. Wherie, were engaged in the shoe business in this city for many years. Henry Wehrie was a charter member of the local lodge of Elks and a member of the Annunciation Roman Catholic Church.

Adna F. Heaton

POUGHKEEPSIE, N. Y.—Adna F. Heaton, 77, veteran retail shoe dealer, died here May 2 after an illness of about five weeks. Mr. Heaton was proprietor of the shoe firm of D. L. Heaton & Son, 351 Main Street. The business was established by Mr. Heaton's father in 1877. At the time of his death Mr. Heaton was also a vice-president of the Poughkeepsie Trust Co.

Survivors include a wife and three children.

Department Reopened

LOUISVILLE, KY.—The shoe department at Du Rand-Perry, which has been closed for several months, has been reopened under the management of Jerry Bordenet. Jaqueline modes and Jaqueline de luxe shoes will be featured, with prices ranging from $5 to $8.50.

In conformity with the general policy of the firm, the shoe department at Du Rand-Perry's is a most attractive one. The walls are done in soft tan with a graw tan carpet on the floor. Chairs are painted gray and upholstered in blue leather. Difficult sizes—short fat and long thin feet—will receive especial attention in the new department, which has opened with a gratifying business.

The LAST *and the* SHOE

The Last Modeler knows that the toe of the last is of vital importance to the beauty of the shoe . . . His efforts may be easily destroyed, however, by bulk and lack of uniformity in materials used that do not follow the allowances of his design.

Celastic has been accepted by many Last Designers and Style Men as a material that will always reproduce a picture of their art.

USMC

Celastic

THE QUALITY BOX TOE

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

WHERE TO BUY
Riding Boots

RIDING BOOTS IN-STOCK
For Men, Women and Children—also Jodhpurs and Field Boots.
Write for catalog.
J. M. CONNELL SHOE CO.
SOUTH BRAINTREE

WHERE TO BUY
Shoe Laces

Mitchellace TIPS
Would you like to make double profit on shoe laces?
Write Mitchellace
"THE SHOE LACE OF QUALITY"
PORTSMOUTH, OHIO

WHERE TO BUY
Athletic Shoes

ATHCO
SPORT SHOE
Will outwear rubber sneakers. Can resole. Write for catalog of Athco Athletic Shoes.
Athletic Shoe Co.
914 N. Marshfield Av.
Chicago, Ill.
No. 750

WHERE TO BUY
Shoe Cleaner

BLANCO
For Cleaning and Renovating any white shoe.
The original cake dressing and still the best.
LAING, HARRAR & CHAMBERLIN, INC.
Sole Agents for the U. S. A.
43 N. 3rd Street, Philadelphia

The Color Book for Fall

[CONTINUED FROM PAGE 32-E]

Now for blues! The question of blues is important. We all know that the history of blue is that it is a Spring and Summer color primarily, but with the tremendous acceptance of blue in the last two seasons, and absolutely being capitalized this year, we have every reason to expect it to go into the early Fall probably more than it has ever gone in its history before as a Fall color. I do not, however, believe that we can expect it to be a very big Winter shade. It is not a Winter color, and I do not expect that it will encroach in any way on the immense proportion that brown will occupy in the fashion scale; but nevertheless it is a very big color to be reckoned with, and for that reason we can expect the dark blue shoe to have a very good Fall business. In the costume colors you see the very bright, brilliant navy, the Belmont Blue; the bright navy of a darker register, Freedom Blue, and the very deep color, Deepblu, which is almost a black.

With the costume blues, Admiralty Blue is an appropriate shoe to wear. The Porto becomes a very charming accent color, and a combining color with a very smart new note. Swagger Brown, of course, is extremely smart, and for very high style the Sunrust with blue. Your accent notes, Chaff Beige, and the smart mustard shade of Greengold, with these, form a very beautiful color register.

Now the Pottery shades! You will remember last year that the Tile Reds were very good, and now they have gone into the Pottery types, which are a little more red and with a subtle undertone of yellow as well. These are laboratory colors, too, although they have had the test of acceptance because they are sprightly, and they combine extremely well with other colors, and they liven the color picture. So we expect to have them with us again next Fall.

The costume colors are the Rustana, the Brick Red and the Hindu Red; and with this, of course, for very good taste and style is the very dark brown, the Madeira Brown, the Indies Brown, the Cinder Brown. Every one of those browns is a perfect color for these Pottery Red Shades.

And now greens! Greens have slipped a little bit in their high fashion sense, but they are very becoming colors to the American woman, and despite her old superstition against them, she has wiped that away and she has accepted them as part of her real favorites of color, so we must expect that green is going to have its place in the fashion mode again, in limited amount and not in quite as high style as it has been because the dark wine reds and the Mahogany will come up and take the place of the old greens when they come into vogue.

The greens must be dark to be smart, or they must be bright in the sport category, and with the greens we place first the Cinder Brown for the shoe, because it is the smartest combination. Then we have the Swagger Brown, which becomes a very good contrasting color, and the Paddock Green; the last, when a green shoe is wanted. However, I consider that brown is a very much smarter note than the dark green shoe.

The next group I call "High Lights." They are miscellaneous smart colors, which we must reckon with in very small proportions though. The Beetroot shade is a very new note in color, a very dark purple red. It has been brought out by some of the leading French couturieres, and is a splendid color as a complement to this new combination of Crayon Pink; just as Crayon Pink combines beautifully with these wine shades so it does with the Beetroot. But what shoe do you have with this? You have your dark Cinder Brown, which makes a perfect combination, and is in very good taste. You have your Porto, which goes with the Maruna Red, which is the darkest, darkest red that the woolen textile industry will create, and then your Fleet Gray.

Gray, of course, is a color which always must be taken with discretion. It is smart, but should be promoted in limited degree. It has had a comeback again, and while it is essentially much more a Spring color with us, we may expect to have a limited amount of gray in high style for the Fall, but the gray shoe I consider to have very little place in the Fall program because the smart manner in which to treat the shoe with gray is the very dark brown shoe; the Cinder Brown or the Porto can be used, and the Madeira Brown is excellent with it, and then you have your light gray combinations in your costume, your two tones of gray and your dark or your Porto Brown, and you have your Crayon Pink.

My "Sporty Hues," you will note, are the new gradations of the red, the Raspberry Red, the Manchu Blue, that Greengold, the new mustard note, which is extremely smart; the Ceramic Blue, the Rivieria Green and the Ember Red. With these "Sporty Hues" the Sunrust, the Madeira Brown and the Swagger Brown are the picture.

Now I have illustrated what I mean by economic planning. But economic planning is not infallible, for like the "well laid plans of mice and men," it can go astray; however, with your cooperation and your intelligent promotion of these colors, which your Committee has so ably prepared for you, you will find that economic planning of color can reduce your risk and increase your sales.

Opposite the new Waldorf Astoria

Home of the famous swimming pool

The SHELTON

at 49th and Lexington NEW YORK

Is situated within the zone of ultra smart hotels; Shelton guests live well and are not ashamed of their address. Recent radical reductions in room tariffs will appeal to the thrifty. Rents from $50 per month upward. A room from $2.50 up daily.

Club features (free to guests) are as follows: Swimming pool; completely equipped gymnasium; game rooms for bridge and backgammon; roof garden and solarium. Restaurant and cafeteria service at reasonable prices.

Make THE CHASE Your Home While in St. Louis

—Convenient to principal specialty shoe factories—Its location at Lindell and Kingshighway Boulevards opposite Forest Park will appeal to shoe buyers. Cool and delightful surroundings.

Location, rooms, food, service, facilities, "atmosphere" and a sincere desire to serve you well at sensible prices is our promise.

Rates for one, $3 to $5 per day
Rates for two, $5 to $7 per day

THE HOTEL CHASE

ST. LOUIS, MO.
J. A. HADLEY, *Manager*

Today's Greatest Sport Shoe Cleaner Value

A BIG new shape 5 oz. bottle of the best all 'round white cleaner that 40 years' experience can produce.

One white works quickly
One white is snow white
One white lasts longer
One white stays white
One white is daintily perfumed

FREE GOODS OFFER

4 Bottles free with each
3 dozen pack. $24.00 per gross.

EVERETT & BARRON COMPANY

PROVIDENCE RHODE ISLAND

New Shoe and Findings Firm

NEW YORK—A new shoe and findings firm engaged in business recently in the New York market with headquarters at 116 West Broadway, under the name of The Lippe Shoe & Findings Co., Inc. The firm held a gala party on that day, with hundreds of dealers in the metropolitan district attending.

Max Lipkowitz, former partner in the Progressive Findings Co., is the head of this new concern. Ed. Rapaport, formerly of the School Mfg. Co., is the New York and Bronx representative. Maurry Goldstein, formerly with Pilot Shoe Co., is covering Brooklyn. A. J. Marshall is the New Jersey representative and C. W. Ryan is covering Westchester and New York State.

Harry Gilder is working in the capacity of store manager, while Miss K. V. Callan, formerly with the Duane Shoe Co., is credit manager.

Electric Shiners Attract Interest

NEW YORK—Shoe stores are showing a decided interest in the installation of electric shoe shiners, according to Milton Marks, president of the King Shoe Shiner Corporation of 119 West 23d Street, New York. Merchants find that these machines attract the interest of customers and do much to increase sales and prestige. A free shine wins good will for the customer and the machine takes care of the porter expense in the store.

La Valle, Inc., Wins Injunction

NEW YORK—La Valle, Inc., well known bench shoe makers, won an important court decision on May 5 in an action instituted to protect their name and business from alleged unfair competition.

Toward the start of 1932 a shoe manufacturing business was organized in Brooklyn as the Laval Shoe Corporation. The obvious association of thought in this name was the business and bench made product of La Valle, Inc., 632 Broadway, New York.

An action brought before Judge Ingraham, of the Supreme Court, New York County, resulted in a sweeping injunction restraining the defendant, or anyone else, from using the firm name which was held to be in violation of the rights of the plaintiff, La Valle, Inc., and also unfair competition. Weiss, Pels & Grant, 551 Fifth Avenue, represented La Valle, Inc., in the action.

Women's Department Opened

PITTSBURGH, PA., May 7.—The ladies' department of the Bilt-Wel Shoe Stores, 519 East Ohio Street, Northside, was officially opened May 7, with Raymond Goldstein, for three years associated with the Thom McAn Shoe Co., in charge. C. C. Crist is owner of the new store, and looks forward to heavy patronage among discriminating women.

Display of Ancient Shoes

DAYTON, OHIO—An interesting exhibit in the windows of the Rike-Kumler company, Dayton's most exclusive department store, consists of shoes, sandals and boots worn by men and women as far back as the fifth century and one pair of Egyptian sandals in particular dates as far back as the time of King Tut-ankh-Amen.

Persian bridal mules, Arabian buffalo hide shoes, Persian sandals with inlaid pearl soles, Russian peasant boots, Hindu royal shoes, Indian royal shoes, Holland clogs, Japanese geisha embroidered slippers, Syrian men's street shoes, Turkish harem mules, Algerian royal shoes, and many other styles compose the unique and beautiful collection, valued at more than $5,000.

Considerable interest has been shown in the display, while it goes without saying that practically one hundred per cent of the interest manifest is from the women window shoppers. Hundreds of women of Dayton and the Miami Valley have paused to wonder at the grace and daintiness of the royal and silk embroidered footwear.

Represents Boston Firm

NEW YORK—Edward Malkin, manufacturer's representative, with offices at 299 Broadway, is now representing Schworme & Finke, women's novelty shoes, 72 Lincoln Street, Boston, Mass.

RACINE FLOOR RACK

STORE SALESMANSHIP—
RACINE DISPLAY RACKS

Customers don't "buy" shoes in boxes. Show shoes to sell them. Let people see what they want. Racine racks do. They allow sight—examination—comparison. They invite sales. Interior displays—on Racine racks—sell more than ever before. Push them. They are not expensive.

Available in floor and counter styles. Varying sizes. Adjustable. Simple lines. Sturdily built. Finished in rich black or walnut. Write for illustrated folder and prices.

IMPERIAL BIT AND SNAP CO.
RACINE, WIS.

SECTION 2 OF THIS ISSUE
IS THE
TRADE MARK SECTION
KEEP THIS FOR FUTURE
INFORMATION AND REFERENCE
TO TRADE NAMES AND BRANDS.

Under New Management.
Features New Low Rate Levels for
Boardwalk Accommodations.
Luxury and Economy Combined.
Per Day $5 Per Person
WITH MEALS
and
HOT and COLD SEA WATER BATH
Concert Orchestra
French Cuisine

The Breakers
ATLANTIC CITY, NEW JERSEY
On the Boardwalk

Cabaret—Dancing—Refreshments
Each Week-End—Complimentary to Guests
Emanuel E. Katz,
Managing Director

ADVERTISING PAGES REMOVED

Notice to Manufacturers & Jobbers

Are you in need of men to represent you in the SOUTHWEST? The Southwestern Shoe Travelers' Association has established a POSITION BUREAU and can put you in touch with men acquainted with the territory and trade, thoroughly capable of filling any position for manufacturers who are willing to pay a reasonable remuneration for services of high grade salesmen.

Address President or Secretary of the Southwestern Shoe Travelers' Association, 623 Ogden St., San Antonio, Texas.

RETAIL SALESMAN desires position, efficient in salesmanship and corrective work. Unmarried, well educated. Address C-925, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

FOR SALE

SHOE STORE—Excellent proposition, growing town, Long Island. Address C-915, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

FOR SALE—Good paying popular price Family Shoe Store with established credit in best retail section. Good Lease, reasonable rent. In order to settle an estate we will sell at public auction the entire business on May 31st. Good opportunity to secure a well established business. For full particulars address Post Office Box 1136, Norfolk, Virginia.

SPACE TO LEASE

TO LEASE: Ladies' Shoe Department in old established Ready-To-Wear store in Iowa, splendid opportunity, better grade lines wanted, percentage basis. Address C-921, care Boot & Shoe Recorder, 239 West 39th Street, New York, N. Y.

WANTED TO PURCHASE

WILL BUY from manufacturers, jobbers and retailers, stocks of shoes. Will handle large or small quantities. MILENS SHOE CO., INC., 1201 Grand Avenue, Kansas City, Mo.

WILL PAY CASH for small or large quantity imported sandals; will also contract for factory damaged shoes of all kinds. I. GOODMAN, Rutherfordton, N. C.

We will pay the best price for your surplus or entire stocks of shoes, general merchandise or department stores. Leases assumed.
Phone - Write - Call
All matters strictly confidential.
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We will buy from manufacturers, jobbers, and retailers, entire or surplus stocks of shoes. Our outlet enables us to handle large and small quantities.
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590 Broadway New York
Phone CAnal 6-4298 and 4299.

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VAMP-EEZ
Pat. No. 1,838,487
INSTEP PROTECTOR

WINS the confidence of Opera Pump wearers who suffer from high or fleshy insteps.

SIMPLY applied and can be worn temporarily or permanently as desired.

Obtainable in patent, dull white, beige, brown and neutral.

Sold through all leading jobbers.

VAMP-EEZ COMPANY
1141 BROADWAY, NEW YORK CITY

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It has been proved! The shoe store that offers a book for the kiddies attracts the trade of parents. *Write today* for catalog and prices of 250 Whitman juvenile books and games that make ideal yet inexpensive shoe store premiums.

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RACINE...WISCONSIN

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Write us for detailed information.

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CAWKER BUILDING "Art Studios" MILWAUKEE WISCONSIN

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Business Opportunity
Men with orthopedic experience to open Orthomec System of Foot Correction offices. Can make from five to fifteen thousand a year. Successful offices now in New York, Boston, Detroit, Buffalo, and Syracuse. Desirable protected territory open. Small investment. Free training. Write.
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Here's a typical comment: "We find your card service very valuable and indispensable."

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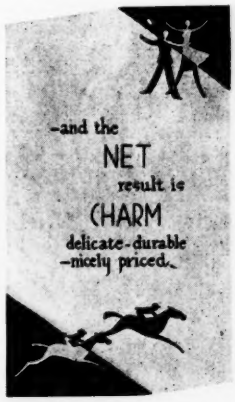

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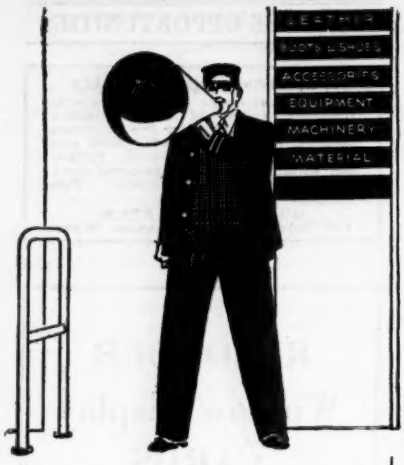

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Nu-Matic Store in Pittsburgh

PITTSBURGH, PA., May 7.—The first Nu-Matic shoe shop in the Pittsburgh territory has been opened in the Hotel Roosevelt by M. W. Marquise, formerly associated with the Nu-Matic distributor in Detroit, Mich. The doors were opened to the public May 11, and more than a score of salesmen began regular calls upon business and professional men, policemen and others whose work keep them on their feet throughout the day.

Each salesman carries a cut-out shoe, showing the novel and scientific construction of the footgear. The store itself is parlor-furnished, with the merchandise concealed after the manner of the more exclusive booteries, although the Nu-Matic is not in the most expensive class.

Edison Bros. Lease Buffalo Store

BUFFALO, N. Y.—Edison Bros. Stores, Inc., of St. Louis, Mo., operating a chain of retail stores in the South and West, has obtained a four-year lease on the four-story building at 458 Main Street, owned by E. W. Edwards & Son of Syracuse and adjoining the local unit of the Edwards department store chain. The store has a frontage of 21 feet in Main Street and is 120 feet deep. After extensive alterations and improvements and the installation of new fixtures and equipment, the building will be opened as another unit in the footwear chain of Edison Bros. Stores, Inc.

Buffalo Store to Move

BUFFALO, N. Y.—Max Sommerstein, who has operated a retail men's shoe store at 51 East Seneca Street, has leased the store at 1061 Broadway and will move to the new location about June 1. The lease runs for a period of five years and covers the store with a frontage of 15 feet in Broadway and 75 feet deep.

Add Shoes

INDIANAPOLIS, IND.—Sally Frock's, 34 West Washington Street here, has opened a women's shoe department. Barney Lewis, manager of the store, said a complete line of popular-priced women's shoes is being carried. The rear of the store has been remodeled to accommodate the new department.

BOOT AND SHOE RECORDER

TRADE MARK SECTION

BOOT & SHOE RECORDER
THE GREAT NATIONAL SHOE WEEKLY

THE GREATEST TRADE NAME
IN THE INDUSTRY
IS

ARCH PRESERVER

Possession of an ARCH PRESERVER franchise is potentially the greatest asset of any shoe store. The women's and misses' shoes made by the Selby Shoe Company of Portsmouth, Ohio, and the men's and boys' shoes made by E. T. Wright & Co., Inc., of Rockland, Mass., represent the greatest service to feet, in footwear, in the world.

ARCH PRESERVER SELBY
REG. U.S. PAT. OFFICE

WOMEN'S AND MISSES' SHOES
MANUFACTURED BY
THE SELBY SHOE CO.
PORTSMOUTH, OHIO.

ARCH PRESERVER WRIGHT
REG. U.S. PAT. OFFICE

MEN'S AND BOYS' SHOES
MANUFACTURED BY
E. T. WRIGHT & CO., INC.
ROCKLAND, MASS.

There is only one Arch Preserver Shoe. Its principles of construction are fully protected by patents. No shoe is an Arch Preserver Shoe unless stamped with the Trade Mark.

BASIS OF A LEGAL TRADE-MARK

A TRADE-MARK, when it is really such, is property capable of exclusive monopoly by the user, a monopoly which the courts of the land stand ready to protect. Obviously, then, a trade-mark must be given careful deliberation before adoption, bearing in mind that courts base their decisions either on previous pertinent decisions (common law), or upon statutes enacted by legislative bodies.

The following definition of the requirements of a trade-mark is short, concise and easily understood:

(1) A letter, number, word, design or symbol.
(2) Or some combination of these
(3) pointing UNMISTAKABLY
(4) To the ownership
(5) of the article
(6) to which it is APPLIED.

Part 1 needs no explanation except perhaps to state that a "symbol" usually includes simple drawings, such as triangles, crosses and stars, whereas a "design" contemplates marks having more artistic features.

Part 2 indicates that combinations of several features may be used.

Parts 3 and 4, the term "pointing unmistakably to the ownership," means that it must not be the same as, or confusingly similar to any other mark for the same kind of goods, or as legal parlance puts it, "For goods of the same descriptive properties." This term includes all kinds of footwear.

Ascertain if a prospective mark has been the subject of prior adoption. The prospective adopter should search the places where trade-marks are recorded, among which are the following:

(1) United States Patent Office.
(2) Offices of attorneys who possess a duplicate file of Patent Office registered marks.
(3) State trade-mark bureaus.
(4) Compilations of trade-marks in the office of the *Boot and Shoe Recorder.*
(5) Catalogues.
(6) The recesses of memory of office employees and others.

GEOGRAPHICAL AND PURELY DESCRIPTIVE WORDS INCAPABLE OF EXCLUSIVE MONOPOLY

Geographical names are not considered capable of monopoly. Obviously, no manufacturer could monopolize the name "Lynn" or "Brockton" for shoes. Words such as "Always Easy," "Army," "Athlete," "Baby," "Bench Made," "Best Made," "Built to Wear," "Wear Well" and many similar brand names called "descriptive" words are incapable of exclusive monopoly.

Part 5 indicates that only vendible articles sold in commerce are proper subject matter for trade-marks.

Part 6 states that the trade-mark must be applied to the goods or to the containers; or enclosed with the goods, if the mark is not capable of being applied to the goods or containers.

While it is outside of the subject of originating trade-marks, it may not be amiss to mention the fact that the price of trade-mark monopoly is continuous use. An abandoned trade-mark, regardless of registration, is open to exclusive monopoly by a subsequent adopter who must himself continuously use it or lose his rights.

TRADE-MARK RECOMMENDATION

When it is desired to obtain a brand name or trade-mark for any product it is always well to submit the proposed name to the following test:—

(a) Is it a surname?
(b) Is it geographical?
(c) Is it a word which describes the kind, quality or characteristic of the article?

If the word meets any one of these tests one cannot expect to control its exclusive use. If not, submit the proposed name to the test of "originality" and "first use."

Have the name compared with boot and shoe marks registered in the United States Patent Office and with the BOOT AND SHOE RECORDER.

Have the name compared with names registered in State Trade-Mark Bureaus; in compilations of unregistered marks; in catalogues, and in men's memory.

Register the mark in the United States Patent Office. Every trade-mark adopter owes it to his fellow members of trade to place his claim of ownership where it may be easily found, and thereby overcome infringement which may lead to the courts. The expense is negligible.

Register the mark in the prospective Pan American Trade-Mark Bureau, which includes ten North and South American countries. United States registration must first have been secured.

Register in foreign countries as shipments are made to each country.

Don't take trade-mark controversies to the courts until every possible amicable means of settlement has been exhausted. Employ an attorney versed in trade-mark law and urge that he arrange a settlement minus legal fisticuffs.

BOOT AND SHOE RECORDER TRADE MARK SECTION

MAY 14, 1932

CORRECTED LIST OF TRADE NAMES AND BRANDS OF SHOES AND LEATHERS USED BY UNITED STATES SHOE MANUFACTURERS, WHOLESALERS AND TANNERS.

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THESE LISTS OF BRAND NAMES FOR SHOES AND LEATHER ADOPTED AND USED BY UNITED STATES SHOE MANUFACTURERS, WHOLESALERS, TANNERS AND RETAILERS ARE THE MOST COMPLETE AND ACCURATE PUBLISHED IN ANY FORM. IN CASE OF DUPLICATION OF BRAND NAMES THE BOOT AND SHOE RECORDER DISCLAIMS ALL RESPONSIBILITY, AS IT MERELY RECORDS THE NAMES OF TRADE MARKS AND BRANDS SUPPLIED BY FIRMS WHO SEND THEM TO US FOR LISTING IN THIS DIRECTORY.

EXPLANATORY NOTE

(M) INDICATES MANUFACTURER
(W) INDICATES WHOLESALER
(R) INDICATES RETAILER

TRADE NAMES AND BRANDS OF SHOES

A

A.A.A. Special. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Abbott Shoe, The, Man's Best Friend. Crossett Shoe Co., Boston, Mass. (M)

A. B. C. Ketner-Krater & Co., Orwigsburg, Pa. (M)

A. B. C. Health Shoes. The Miller Shoe Co., Cincinnati, Ohio. (M)

A. B. C. Arch Brace Comfort. Durand Shoe Co., Richmond, Me. (M)

Aberdeen. Cambridge Rubber Co., Cambridge Mass. (M)

Aberdeen. The B. F. Goodrich Co., Akron, O. (M)

Abington Shoe, The, Turns Miles into Smiles, for Men and Women. Crossett Shoe Co., N. Abington, Mass. (M)

Abotight. The Abbott Co., Yarmouth, Maine. (M)

Academy Girl. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

A/C Combination. Hurley Shoe Co., Rockland, Mass. (M)

Ace (Shoes for Men). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Ace. Firestone Footwear Co., Boston, Mass. (M)

Ace Hi. Converse Rubber Shoe Co., Malden, Mass. (M)

Ace-Hi Brand. Consolidated Shoe Co., Inc., Lynchburg, Va. (M)

Ace High. Levy Shoe Co., Montgomery, Ala. (W)

Acorn Brand. Century Shoe Co., Inc., Macungie, Pa. (M)

Acrobat. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Active Arch—All Leather. Hill Bros. Co., Hudson, Mass. (M)

Active Maid (Growing Girls). Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Activity Shoes. The Walker T. Dickinson Co., Columbus, Ohio. (M)

Adams. Chicago Footwear Co., Chicago, Ill. (W)

Adapto. Bender Shoe Co., Lynn, Mass. (M)

Adirondack. Endicott Johnson Corp., Endicott, New York. (M)

Adirondack (Moccasins). Quaile & Quaile, Gloversville, N. Y. (M)

Admiration—Shoes for Women. The Weyand Shoe Co., Jacksonville, Ill. (M)

"Adoree." The Central Shoe Co., St. Louis, Mo. (M)

Adrian. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Advance Moccasin. Advance Wool Skin Shoe Co., Chicago, Ill. (M)

Advance Shoe, The. Advance Shoe Co., Chicago, Ill. (M)

Advantage. The Servus Rubber Co., Rock Island, Ill. (M)

A. E. Little Shoe, The. A. E. Little Co., Lynn, Mass. (M)

Aero. Phillips-Baker Rubber Co., Providence, R. I. (M)

Aero Arch. The Field Bros. Shoe Co., Inc., E. Bridgewater, Mass. (M)

Aero-Line. C. W. Marks Shoe Co., Chicago, Ill. (W)

Aero-Step. Endicott-Johnson Corp., Endicott, N. Y. (M)

Afsco. American Felt Slipper Co., Inc., New York City. (M)

Afson. A. Freedman & Son, Brockton, Mass. (M)

Aid-O-Ped Shoes. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Air Cooler. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Air Cool. Central Shoe Co., St. Louis, Mo. (M)

Air Line. Craddock-Terry Co., Lynchburg, Va. (M)

Air Mail Shoe. The Air Mail Shoe Co., Division of the United States Shoe Co., Cincinnati, O. (M)

Air-O-Ace. Endicott-Johnson Corp., Endicott, N. Y. (M)

Air-O Heel Rest. Air-O-Pedic Shoe Co., Boston, Mass. (W)

Air-O-Pedic. Air-O-Pedic Shoe Co., Brockton, Mass. (W)

Air-O-Pedic Arch. Air-O-Pedic Shoe Co., Boston, Mass. (W)

Air-O-Pedic Junior. Curtis, Stephens, Embry Co., Reading, Pa. (M)

Air-O-Pedic Juniors. Sam. L. Bass Shoe Co., New York, N. Y.

Airplane. Endicott-Johnson Corp., Endicott, N. Y. (M)

Airtred. Cambridge Rubber Co., Cambridge, Mass. (M)

Air-Tred Shoe, The. Ault-Shackford Shoe Co., St. Louis, Mo. (M)

Air-Tred. Charles A. Eaton Co., Brockton, Mass. (M)

Air Tread. Endicott-Johnson Corp., Endicott, N. Y. (M)

Airway. Endicott-Johnson Corp., Endicott, N. Y. (M)

Air-Way. Freeman Shoe Corp., Beloit, Wis. (M)

Airy Arch. A. S. Kreider Shoe Co., Annville, Pa. (M)

Ajax. The B. F. Goodrich Co., Akron, O. (M)

Akrite. The B. F. Goodrich Co., Akron, O. (M)

Akron Rubber Co. The B. F. Goodrich Co., Akron, O. (M)

Akron Rubber Shoe Co. The B. F. Goodrich Co., Akron, O. (M)

Aktivator Feature. Central Shoe Co., St. Louis, Mo. (M)

Alaska. Cambridge Rubber Co., Cambridge, Mass. (M)

Alaska. Hood Rubber Co., Watertown, Mass. (M)

Alaska. The Servus Rubber Co., Rock Island, Ill. (M)

Alaskan. The B. F. Goodrich Co., Akron, O. (M)

Albani. Smith & Herrick Co., Albany, N. Y. (M)

Alco. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Alden Shoe, The. C. H. Alden Co., Abington, Mass. (M)

Aleet. The Miller Shoe Co., Cincinnati, Ohio. (M)

Alex. Cambridge Rubber Co., Cambridge, Mass.

Algiers. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Alhambra. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

All Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Allen. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

All for Wear. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Allen-Maid. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

All Leather Triangle. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Allround. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Allservus. The Servus Rubber Co., Rock Island, Ill. (M)

Allservus Red Over. The Servus Rubber Co., Rock Island, Ill. (M)

All-Sports. The Abbott Co., Yarmouth, Me. (M)

All Sport. Endicott-Johnson Corp., Endicott, N. Y. (M)

All Star (Basket Ball Shoe). Converse Rubber Shoe Co., Malden, Mass. (M)

All Weather. The Servus Rubber Co., Rock Island, Ill. (M)

All Weather Sportocasin. The Abbott Co., Yarmouth, Me. (M)

All Work. Endicott-Johnson Corp., Endicott, N. Y. (M)

Allen's Modish Stouts. S. Allen Shoe Co., Boston, Mass. (W)

Almeda. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Alpine. Geo. D. Witt Shoe Co., Lynchburg, Va., (M)

Alpine. Hood Rubber Co., Watertown, Mass. (M)

Altoona. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Always Busy Factory, The. Doyle Shoe Co., Brockton, Mass. (M)

Always Easy. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Amalgo. The Bancroft Walker Co., Boston, Mass. (M)

"A Man's Decision"—The Old Colony Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Ambassador Shoes for Men. Direct Shoe Co., Branch J. W. Carter Co., Nashville, Tenn. (M)

American Beauty. A. H. Berry Shoe Corporation, Portland, Me. (M)

American Beauty Shoes. Louis Goldman, Denver, Colo.

America's Best Known Shoes. W. L. Douglas Shoe Co., Brockton, Mass. (M)

America's Standard. Endicott-Johnson Corp., Endicott, N. Y. (M)

American. United States Rubber Co., New York City. (M)

Americana. Cambridge Rubber Co., Cambridge, Mass.

American Babies. Rubin Bros. Footwear, Inc., Long Island City, N. Y. (M)

American Boy. Menzies Shoe Co., St. Louis, Mo. (M)

American Elk. Endicott-Johnson Corp., Endicott, N. Y. (M)

American Gentleman. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Gentleman Jr. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Girl, The. The Sam B. Wolf Sons Co., Cincinnati, O. (M)

American Hiker. Endicott-Johnson Corp., Endicott, N. Y. (M)

American Infantry. B. & B. Shoe Co., Chicago, Ill. (M)

American Lady. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

American Lassie. Morris Shoe Co., New York City. (W)

American League. Cambridge Rubber Co., Cambridge, Mass. (M)

American Queen. The Jeff Newbury Co., Huntington, W. Va. (W)

American Special. The Jeff Newbury Co., Huntington, W. Va. (W)

American Special Shoes. Bona Allen, Inc., Buford, Ga. (M)

Americus. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Amherst. Hood Rubber Co., Watertown, Mass. (M)

A Mile Away You Know Them. Buek & Co., Philadelphia, Pa. (M)

Amoskeag Shoe. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Anatomik Shoes (For Men and Boys). Field & Flint Co., Brockton, Mass. (M)

Anatomik Shoes (For Women, Misses, Children and Infants). Laird, Schober & Co., Philadelphia, Pa. (M)

Anchor. Firestone Footwear Co., Boston, Mass. (M)

Andes. Hood Rubber Co., Inc., Watertown, Mass. (M)

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TRADE NAMES and BRANDS of SHOES

Andover. Hood Rubber Co., Watertown, Mass. (M)

André. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Angel Face. Levy Shoe Co., Montgomery, Ala. (W)

Angola. The B. F. Goodrich Co., Akron, O. (M)

Angora. The B. F. Goodrich Co., Akron, O. (M)

Angus. A. G. Spaulding & Bros., Brooklyn, N. Y. (M)

A-ni-ta. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ankleez. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Ankle-Fashioned Oxfords. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Ann Elise Health Shoe. Ault Shackford Shoe Co., Auburn, Maine. (M)

Ann Elise Kollege Kicks. Ault-Shackford Shoe Co., Auburn, Me. (M)

Anna Mation. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Annapolis. Cambridge Rubber Co., Cambridge, Mass.

Anna Walker. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Anna Walker Arch Joy Shoes. Durand Shoe Co., Richmond, Me. (M)

Annette. The H. C. Godman Co., Columbus, Ohio. (M)

Ann Howe Sandal. Central Shoe Co., St. Louis, Mo. (M)

Annie. Hood Rubber Co., Watertown, Mass. (M)

Annville Brand. A. S. Kreider Shoe Co., Annville, Pa. (M)

Ann X. Kaufman Department Stores, Inc., Allegheny, Pa. (R)

Anoka. Hood Rubber Co., Inc., Watertown, Mass. (M)

Answer Shoe, The. A. E. Little & Co., Lynn, Mass. (M)

Anthracite Shoes. W. A. Weiss & Co., Wilkes-Barre, Pa. (M)

Antioch Shoes. Antioch Shoe Project, Inc., Yellow Springs, Ohio. (M)

Apache. The B. F. Goodrich Co., Akron, O. (M)

Aphrodite. Stern's, New York, N. Y. (R)

Approved Arch Healer. A. Sandler, Boston, Mass. (W)

Apsley Brand. Firestone Footwear Co., Boston, Mass. (M)

"A Q" Monogram for Armstrong Quality. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Arabian. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Arbitrator—Settles All Foot Troubles. Montgomery Shoe Co. of America, Inc., Milwaukee. (W)

ARCH. United Shoe Mfg. Co., St. Louis, Mo. (M)

Arch Aid Shoes for Men. M. A. Packard Co., Brockton, Mass. (M)

Arch Benefit Shoe. Ault-Shackford Shoe Co., Auburn, Me. (M)

"Arch-Bilt" Children's Slippers. Chas. Longini & Sons, Cincinnati, O. (W)

Arch-bilt. J. W. Carter Co., Nashville, Tenn (M)

Arch Brace. The Stanley Duttenhofer Shoe Co., Cincinnati, Ohio. (M)

Arch Care (Men's and Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Arch-C-Cura—Men's Goodyear Welt Shoes. Dover Shoe Co., Dover, N. H. (M)

Arch Clasp (Steel Shank). G. P. Crafts Co., Manchester, N. H. (M)

Arch Clasp Shoes. Sidwell-Dewindt Shoe Co., Chicago, Ill. (W)

Arch Combination. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch Comforters—"Ask the woman who wears them". Star Shoe Mfg. Co., Boston, Mass. (M)

Arch Conformer (Pedeo). Dorothy Dodd Shoe Co., Boston, Mass. (M)

Arch Content. J. A. Jonas Shoe Co., Manchester, N. H. (M)

Arch Controller. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Arch Corrector—Step with Ease. Star Shoe Mfg. Co., Boston, Mass. (M)

Arch Craft. Woodbury Shoe Mfg. Co. Derry, N. H. (M)

Arch Delight. Bancroft Walker Co., Boston, Mass. (M)

Arch Developer. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Doctor. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Arch Drop. St. Louis Shoe Mfg. Co., St. Louis, Mo.

Arch Ease. Crossett Shoe Co., Boston, Mass. (M)

Arch-Eneer. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Arch En Tine. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Archer. Hood Rubber Co., Watertown, Mass. (M)

Arch Erector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Arch Erector. Marks & Stix Shoe Co., Cincinnati, O. (W)

Archette. C. Gotzian & Co., St. Paul, Minn. (M)

Archetype. C. P. Ford & Co., Inc., Rochester, N. Y. (M)

Arch-Fashioned. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Arch-Fit. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Arch-Fitta. Muskin Shoe Co., Baltimore, Md. (M)

Arch-Flex. The United States Shoe Co., Cincinnati, O. (M)

Arch Form. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Former. Shipley & Sons, Philadelphia, Pa. (M)

Arch Friend. The Lape & Adler Co., Columbus, O. (M)

Arch-Friend. Julian & Kokenge Co., Cincinnati, O. (M)

Arch Grower. Shipley & Sons, Philadelphia, Pa. (M)

Arch Guard. Chas. M. Kaplan, Philadelphia, Pa. (M)

Arch Guide. Dorothy Dodd Shoe Co., Jamaica Plain, Boston. (M)

Arch Guide. Thos. G. Plant Corp., Boston, Mass.

Archealth. Knights Allen Co., Inc., Haverhill, Mass. (M)

Arch Health Shoes. Standard Shoe Co., Inc., Lynn, Mass. (M)

Arch-Helper. Peters Branch of International Shoe Co., St. Louis, Mo. ((M)

Arch-Helper Health Shoe. Peters Branch of International Shoe Co., St. Louis, Mo. (M)

Arch Keeper Supreme in Style Comfort. J. M. Connell Shoe Co., South Braintree, Mass. (M)

Arch King. Mrs. A. R. King Inc., Philadelphia, Pa. (M)

Archkorector. W. O. Minor Shoe Mfg. Co., Atlanta, Ga. (M)

Archold. O'Donnell Shoe Co., St. Paul, Minn. (M)

Arch Liberator. Brockton Shoe Mfg. Co., Holbrook, Mass. (M)

Arch Maid. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Arch Maker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Arch Maker Junior. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Archmedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Arch Motor. Thos. G. Plant Corp., Boston, Mass. (M)

Arch Mould. The Julian & Kokenge Co., Cincinnati, O. (M)

Arch-O-Pathic. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Arch Ped Estrain. May Department Stores Co., New York, N. Y. (R)

Arch Peg. Holland Shoe Co., Holland, Mich. (M)

Arch-Releaf. Whitney Roth Shoe Co., Cleveland, O. (W)

Arch-Safety. P. J. Monaghan & Co., Baltimore, Md. (M)

Arch Saver. Chapline-Mayer Shoe Co., Milwaukee, Wis. (M)

Arch Shu. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Arch Sprite (Women's Novelties). H. Brant & Sons, Chicago, Ill. (W)

Archer. Julius Altschul & Son, Brooklyn, N. Y. (M)

Archetype. C. P. Ford & Co., Rochester, N. Y.

Arch-Grip. Clement & Ball Shoe Mfg. Co., Baltimore, Md. (M)

Arch Keeper—For Women. J. M. Connell Shoe Co., Inc., So. Braintree, Mass. (M)

Archmedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Arch No Nail. Field Bros. & Gross Co., Auburn, Me.

Arch-O-Pathic. S. J. Brouwer Shoe Co., Milwaukee, Wis. (M)

Arch O Pedic. Krippendorf Dittmann Co., Cincinnati, O. (M)

Arch-O-Thenik. Devine & Yungel Shoe Mfg. Co., Harrisburg, Pa. (M)

Arch Preserver Shoe (Men's and Boys'). E. T. Wright & Co., Inc., Rockland, Mass. (M)

Arch Preserver Shoe (Women's and Misses'). The Selby Shoe Co., Portsmouth, O. (M)

Arch Protector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Arch Redeemer. The Feder-Gregg Shoe Co., Cincinnati, O. (M)

Arch Relief. The Walter T. Dickerson Co., Columbus, O. (M)

Arch Relief Shoes. Standard Shoe Co., Inc., Lynn, Mass. (M)

Arch Renewer. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Arch Rest. The Irving Drew Co., Portsmouth, O. (M)

Arch Restorer. The United States Shoe Co., Cincinnati, O. (M)

Arch-Rite Steel Support. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Arch-Safety. P. J. Monaghan & Co., Inc. Baltimore, Md. (M)

Arch Seal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch Sprite. Holmes Terhune Co., Lewiston, Me. (M)

Arco Shoes. Abe Rubel & Co., Corinth, Miss. (W)

Arch Spring Shoe. Peck Shoe Co., Worcester, Mass. (M)

Arch Steady Steppers. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Arch Style. The Feder-Gregg Shoe Co., Cincinnati, O. (M)

Arch Support. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arch Sustainer (Men's & Women's). Carson, Pirie Scott & Co., Chicago, Ill. (R)

Arch Sustainer Junior (Children). Carson, Pirie Scott & Co., Chicago, Ill. (R)

Arch-Tite (Men's, Women's and Children's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Arch Tone. The United States Shoe Co., Cincinnati, O. (M)

Arch Trainer. Shipley & Sons, Philadelphia, Pa. (M)

Arch-Tred. Samuels Shoe Co., St. Louis, Mo. (M)

Arch Triumph. The L. V. Marks & Sons Co., Cincinnati, O. (M)

Arch Triumph. The Roth Shoe Mfg. Co., Cincinnati, O. (M)

Archup. M. A. Packard Co., Brockton, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Arch-up. Brown Shoe Co., St. Louis, Mo. (M)

Arch-Way. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M)

Arden. Hood Rubber Co., Watertown, Mass. (M)

Ardmore. Hood Rubber Co., Watertown, Mass. (M)

Arena. Hood Rubber Co., Watertown, Mass. (M)

Argo. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Ariel. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Aristocrat. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Aristocrat (Field Boots for Men and Women). O'Donnell Shoe Mfg. Co., St. Paul, Minn. (M)

Aristocrat (Riding Boots for Men and women). O'Donnell Shoe Mfg. Co., St. Paul, Minn. (M)

Aristocrat Shoes for Men. J. W. Carter Co., Nashville, Tenn. (M)

Arizona. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Arking Shoes Supreme. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Arkpedic. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Arlen. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Arlington. Monroe Bros. & Co., Philadelphia, Pa. (M)

Arlmont. Hood Rubber Co., Inc., Watertown, Mass.

Armode. D. Armstrong & Co., Inc., Rochester, N. H. (M)

Armored Arch. The Emerson Co., Derry, N. H. (M)

Armored Cruiser for Boys, The. The Excelsior Shoe Co., Portsmouth, O. (M)

Armory. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Army. Endicott-Johnson Corp., Endicott, N. Y. (M)

Army. Goodwill Shoe Co., Holliston, Mass. (M)

Army Field. Endicott-Johnson Corp., Endicott, N. Y. (M)

Arnold Glove Grip Shoes. M. N. Arnold Shoe Co., No. Abington, Mass. (M)

Arrielle. Hood Rubber Co., Watertown, Mass. (M)

Arrow. Hood Rubber Co., Watertown, Mass. (M)

Arrow Head. Nath'l. Fisher & Co., New York, N. Y. (M&W)

"Arrow" Moccasins. Arrow Novelty Co., Inc., New York, N. Y. (M)

Arteraft. Slipper Shop, Inc., Dallas, Tex. (R)

Arthur G. Walton. A. G. Walton & Co., Inc., Chelsea, Mass. (M)

Art in Footwear. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Art in Shoes. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Artisan. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Artistic Shoe. Artistic Shoe Co., Inc., Brooklyn, N. Y. (M)

Artsian. Endicott-Johnson Corp., Endicott, N. Y. (M)

Artstyle Shoes. Midvale Shoe Co., St. Louis, Mo. (M)

Asbern Arch. Curtis-Stephens-Embry Co., Inc., Reading, Pa. (M)

Ascot. Hood Rubber Co., Watertown, Mass. (M)

Ashland. The B. F. Goodrich Co., Akron, O. (M)

Asia. Hood Rubber Co., Watertown, Mass. (M)

Asiatic. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ask the Man Who Wears Them. Hurley Shoe Co., Rockland, Mass. (M)

Athco. Athletic Shoe Mfg. Co., Chicago. (M)

Athena. Hutchinson-Winch, Branch International Shoe Co., Boston, Mass. (W)

Athlete. Endicott-Johnson Corp., Endicott, N. Y. (M)

Athletes. Phillips-Baker Rubber Co., Providence, R. I. (M)

Athletic. Central Shoe Co., St. Louis, Mo. (M)

Athletic. Hood Rubber Co., Watertown, Mass.

Athletic A/A Arch. Hurley Shoe Co., Rockland, Mass.

Atlantic. Hood Rubber Co., Inc., Watertown, Mass. (M)

At Last-Comfort for Workers. Endicott-Johnson Corp., Endicott, N. Y. (M)

Atlas Arch. Geo. D. Witt Shoe Co., Lynchburg, Va. (M)

A-to-Z Comfort. Lane Bros. Co., Boston, Mass. (W)

Atta Boy Shoe (for boys). Nu Way Shoe Co., New York, N. Y. (W)

Atwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Augustan Shoe, The—Makes Walking Easy. Crossett Shoe Co., Boston, Mass. (M)

Aunt Jane. Endicott-Johnson Corp., Endicott, N. Y. (M)

Aunt Polly's Outsizes. W. B. Coon Co., Rochester, N. Y. (M)

Aurora. A. E. Little Co., Lynn, Mass. (M)

Auto. Hood Rubber Co., Watertown, Mass. (M)

Autoshu. Hood Rubber Co., Watertown, Mass. (M)

Auto Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Avalon. Hood Rubber Co., Watertown, Mass. (M)

Avenette. The B. F. Goodrich Co., Akron, O. (M)

Avenue. Hood Rubber Co., Inc., Watertown, Mass. (M)

Avenue Gaiter. The Servus Rubber Co., Rock Island, Ill. (M)

Aviator. Goodwill Shoe Co., Holliston, Mass. (M)

Aviator. Cambridge Rubber Co., Cambridge, Mass.

Aviator. Bona Allen Inc., Buford, Ga. (M)

Aviator. Phillips-Baker Rubber Co., Providence, R. I. (M)

Avon. Dunham Bros. Co., Brattleboro, Vt.

A. W. Genuine Handturn. Ault-Williamson Shoe Co., Auburn, Me. (M)

Awning. Hood Rubber Co., Inc., Watertown, Mass.

Az-U-Walk. Gudes Incorporated, Los Angeles, Cal.

B

B. & P. First Grade. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

B. & P. Slipper Sole. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Babe's Frolic. Brown Shoe Co., St. Louis, Mo. (M)

Babewelt. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Babeze Walk Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Babs, The. Brilliant Bros. Co., Boston, Mass. (W)

"Baby Bear" Shoes for Baby's Bare Feet. Keehn Bros., Chicago, Ill. (W)

Baby Buster. Brown Shoe Co., St. Louis, Mo. (M)

Baby Dear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Baby Dimple. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Baby's First Walk. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Baby's First Walk Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Baby Grand. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Baby Grand. H. Malkin's Sons, New York, N. Y. (W)

Baby Mine. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Baby Ruth. J. Dunoff & Sons, Philadelphia, Pa. (M)

Baby Scott. Doerman Shoe Mfg. Co., S. Milwaukee, Wis. (M)

Baby Step. Richard White & Co., Inc., Philadelphia, Pa. (M)

Bachman. M. H. Bachman Shoe Co., Middletown, Pa. (M)

Backgammon. Lucille Felt Slipper Co., Inc., New York, N. Y. (M)

Badger. The Goodyear Rubber Co., Middletown, Conn. (M)

Badger Brand-Standard Third Quality. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Balance Arch. A. S. Kreider Shoe Co., Annville, Pa. (M)

Balancer. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Ball-Band. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Ball Bearing Heel. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Balloon. Firestone Footwear Co., Boston, Mass. (M)

Ballroom. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Ballroom Feature Arch. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Ballyhoo. Pontiac Shoe Mfg. Co., Pontiac, Ill.

Balsam. The B. F. Goodrich Co., Akron, O. (M)

Baltic. Cambridge Rubber Co., Cambridge, Mass. (M)

Banco (for rubber overshoes). The Dayton Co., Minneapolis, Minn.

Bancroft. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Band Grip. Roth Shoe Mfg. Co., Cincinnati, O. (M)

Bang. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bangor. The B. F. Goodrich Co., Akron, O. (M)

Banister. Jas. A. Banister Co., Newark, N. J. (M)

Banker. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Banner. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Barbara. Cambridge Rubber Co., Cambridge, Mass. (M)

Barbara. Hood Rubber Co., Watertown, Mass. (M)

Barbara, The. Brilliant Bros. Co., Boston, Mass. (W)

Barbara Brown. Brown Shoe Co., St. Louis, Mo. (M)

Barbette. Cambridge Rubber Co., Cambridge, Mass. (M)

Barefoot Tred. Degner Shoe Mfg. Co., Milwaukee, Wis. (M)

Barker Brand. Huntington Shoe and Lea. Co., Huntington, Ind. (M)

Barker Moccasins. Barker Shoe Co., Inc., Auburn, Me. (M)

Barnard. The B. F. Goodrich Co., Akron, O. (M)

Barnshu. Hood Rubber Co., Inc., Watertown, Mass. (M)

Baroness. Hood Rubber Co., Watertown, Mass. (M)

Barrister. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Barton. Hood Rubber Co., Watertown, Mass. (M)

Baseball. Endicott-Johnson Corp., Endicott, N. Y. (M)

Basketball. Endicott-Johnson Corp., Endicott, N. Y. (M)

Basque. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Bass Shoe for Hard Service. G. H. Bass & Co., Wilton, Me. (M)

Bass Work Shoes. G. H. Bass & Co., Wilton, Me. (M)

Bata—Worn the World Over. Bata Shoe and Leather Co., Boston, Mass. (M)

Bates Eight. Bates Shoe Co., Webster, Mass. (M)

Bates Shoe, The. Bates Shoe Co., Webster, Mass. (M)

Bathshu. Hood Rubber Co., Watertown, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Baton. Hood Rubber Co., Watertown, Mass. (M)

Battalion. Endicott-Johnson Corp., Endicott, N. Y. (M)

Battery. Endicott-Johnson Corp., Endicott, N. Y. (M)

Battery. Hood Rubber Co., Watertown, Mass.

Batle Axe. Stephen Putney Shoe Co., Richmond, Va. (W)

Battleship. Brown Shoe Co., St. Louis, Mo. (M)

Battleship. Cambridge Rubber Co., Cambridge, Mass. (M)

Baugo. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Bayshore. Hood Rubber Co., Inc., Watertown, Mass. (M)

Bayside. Hood Rubber Co., Watertown, Mass. (M)

B.B.B. Given Bros. Shoe Co., El Paso, Texas. (W)

Beach Guard. Cambridge Rubber Co., Cambridge, Mass. (M)

Beach-Sandals. Midwest Shoe Co., Chicago, Ill. (M)

Beachshu. Hood Rubber Co., Watertown, Mass. (M)

Beacon Kling-Arch. F. M. Hoyt Shoe Co., Manchester, N. H.

Bear Brand Moccasins. Matchland Shoe Co., Boston, Mass. (W)

Bear Brand Shoes. Steven Strong Shoe Co., Milwaukee, Wis. (W)

Bear Cat. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bear Mountain. Morse & Rogers, Branch International Shoe Co., N. Y. C. (W)

Bear The Wear. Steven Strong Shoe Co., Milwaukee, Wis. (M)

Beatsall. Endicott-Johnson Corp., Endicott, N. Y. (M)

Beau-Braid. The Forbush Shoe Co., No. Grafton, Mass. (M)

Beau Brummel. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Beau-Monde Fine Shoes. Martin-Weinstein Shoe Co., Brooklyn, N. Y.

Beaut-T-Ease. The Irving Drew Co., Portsmouth, O. (M)

Beauty. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Beauty Arch. Sherwood Shoe Co., Rochester, N. Y. (M)

Beauty Maid Shoes. Wolff Tober Shoe Mfg. Co., St. Louis, Mo. (M)

Beauty Queen. Groves Shoe Co., Chicago, Ill. (W)

Beb. Teen. Stern Bros., New York City. (R)

Beck Shoe, The. R. P. Hazzard Co., Gardiner, Me. (M)

Bedford. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Behm Arch Grip for Men. R. H. Lane & Co., Inc., Toledo, O. (W)

Behring. Hood Rubber Co., Watertown, Mass. (M)

Bel-Aixe. Gude's, Inc., Los Angeles, Cal.

Belfast. Hood Rubber Co., Inc., Watertown, Mass. (M)

Bell Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Bell Brand. United States Rubber Co., New York, N. Y. (M)

Belle. The Servus Rubber Co., Rock Island, Ill. (M)

Belle Maid. Greene, Anthony & Co., Providence, R. I. (M)

Belleville Boys Shoes. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

Belmont. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Belmont. Hood Rubber Co., Watertown, Mass. (M)

Belmont. C. A. Stanton's Sons, Madison, Ind. (W)

Bench Made. The Western Shoe Co., Toledo, O. (W)

Bend Easy. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Ben E. Ficial. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Bengal. Wishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Ben Hur. Jno. J. Schulten & Co., Louisville, Ky. (W)

Benriche. Bradley-Goodrich Co., Inc., Haverhill, Mass. (M)

Benton. The B. F. Goodrich Co., Akron, O. (M)

Ben Waite. Greene Anthony & Co., Providence, R. I. (W)

Bergmann Logger, The. Theo. Bergmann Shoe Mfg. Co., Portland, Ore. (M)

Bergmann Scaler, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Bergmann Shoe, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Bergmann Springsole, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Berkeley—For Men & Boys. General Footwear Corp., New York City. (M)

Berkley. Hood Rubber Co., Inc., Watertown, Mass. (M)

Berks. The B. F. Goodrich Co., Akron, O. (M)

Berkshire. Hood Rubber Co., Watertown, Mass. (M)

Bern. Hood Rubber Co., Watertown, Mass. (M)

Bertel Brand. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bertsch. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Berwick. Nath'l Fisher & Co., New York, N. Y. (M&W)

Besco. Becket Shoe Co., Inc., Salem, Mass. (M)

Bessener. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Best Ever. Best Ever Slipper Co., Inc., Brooklyn, N. Y. (M)

Best for the Money. Walkrite Shoe Co., Chicago, Ill. (M)

Best In The West. W. E. Carter, Vancouver, Wash. (W)

Best Made. Bows Moccasin Shoe Co., Avon, Mass. (M)

Best on Earth. The Western Shoe Co., Toledo, O. (W)

Best-ov-al. The Jandorf Oxberry Co., New York City. (M)

Best Pals. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Bestyle. S. Goldberg & Co., Inc., Passaic, N. J. (M)

Betsy Jane. Alfred J. Sweet Co., Auburn, Me. (M)

Betsy Ross Arch Comfort (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Betsy Ross Comfort Line. C. W. Marks Shoe Co., Chicago, Ill. (W)

Better Babies' Shoes. Tootsies, Inc., Rochester, N. Y. (M)

Better-Maid. Endicott-Johnson Corp., Endicott, N. Y. (M)

Better Shoes for Everybody. Endicott-Johnson Corp., Endicott, N. Y.

Bett-Lee. H. E. Ackerman, Boston, Mass.

Betty. Betty Shoe Co., Brooklyn, N. Y. (M)

Betty. Cambridge Rubber Co., Cambridge, Mass. (M)

Betty Bliss. Samuel L. Bass Shoe Co., New York City. (W)

Betty-Bob. Universal Shoe Mfg. Co., Lynchburg, Va. (M)

Better Boot. The Nocona Boot Co., Inc., Nocona, Texas. (M)

Betty Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Betty Brown. Brown Shoe Co., St. Louis, Mo. (M)

Betty Lou. Phillips-Baker Rubber Co., Providence, R. I. (M)

Betty Shoe, The. Betty Shoe Co., Inc.. Brooklyn, N. Y. (M)

Betty Vernon. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Beverly. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Beverly Hills Vanities. W. L. Delaney Co., Beverly, Mass. (M)

B-F Shoe. B. Friedman Shoe Co., Inc., New York City. (W)

B. F. Beker & Friedman, Inc., New York City. (M)

Biarritz. The Miller Rubber Co., Akron, O. (M)

"Biarritz Sandals." M. Blutman, New York, N. Y. (W)

Big Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Big Brother. Jno. J. Schulten & Co., Louisville, Ky. (W)

Big "C" Line. Converse Rubber Co., Malden, Mass. (M)

Big Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Big 4, The. Melville Shoe Corporation, New York City. (R)

"Big Four"—Canadian. Melville Shoe Corp., New York City. (R)

Big Four, The (Men's & Boys'). Hyman Gordon, New York, N. Y. (W)

Big Four Shoe, The. Shoe Specialty Co., St. Paul, Minn. (W)

Big Nine. Converse Rubber Shoe Co., Malden, Mass. (M)

Big Parade. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Big Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

"Big Value." (Big Value Arch Shoe). Central Shoe Co., St. Louis, Mo. (M)

Bill Bailey. The H. C. Godman Co., Columbus, O. (M)

Bill & Bob. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bill Buddy. Marion Shoe Co., Marion, Ind. (M)

Billy & Betty. Hagerstown Shoe & Legging Co., Inc., Hagerstown, Md. (M)

Billy Boot, The—Best Under the Son. Red Wing Shoe Co., Red Wing, Minn. (M)

Billyboy. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Billy Bunny. Schuylkill Shoe Co., Orwigsburg, Pa. (M)

Billy Buster. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Billy Col. Endicott-Johnson Corp., Endicott, N. Y. (M)

Billykid. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Billiken. McElroy Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Billiken Benders. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Billykid. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Biltmore. Hood Rubber Co., Watertown, Mass. (M)

Biltmore Slippers. The Big "K" Shoe Co., Cincinnati, O. (M)

Biltofit. Weitzman Shoe Co., Newark, N. J. (W)

Bingo. Binghamton Shoe & Rubber Co., Binghamton, N. Y. (W)

Bingo. Gotham Shoe Mfg. Co., Inc., Binghamton, N. Y. (M)

Bingo Sturdy Steps. Gotham Shoe Mfg. Co., Inc., Binghamton, N. Y. (M)

Bion Shoe, The. Bion F. Reynolds Co., Brockton, Mass. (M)

Bion F. Reynolds Arch Rectifier. Bion F. Reynolds Co., Brockton, Mass. (M)

Bion F. Reynolds Shoe, The. Bion F. Reynolds Co., Brockton, Mass. (M)

Birdie Four. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bisque. C. B. Slater Co., South Braintree, Mass. (M)

B. Jane Miller Health Shoes. The Miller Shoe Co., Cincinnati, O. (M)

Black Bear. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blackbear. Cambridge Rubber Co., Cambridge, Mass. (M)

Black Diamond. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Black Eagle. Endicott-Johnson Corp., Endicott, N. Y. (M)

TRADE NAMES and BRANDS of SHOES

Blackhawk. Converse Rubber Shoe Co., Malden, Mass. (M)

Black Hawk. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blackhawk. The Servus Rubber Co., Rock Island, Ill. (M)

Black Hawks. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Black Jacket. Converse Rubber Shoe Co., Malden, Mass. (M)

Black Monogram. Philip Schneider Shoe Co., Allentown, Pa. (M)

Black Rock. Julius Goldstein & Sons, Boston, Mass.

Black Rock. Matchland Shoe Co., Boston, Mass. (W)

Black Rock, Jr. Matchland Shoe Co., Boston, Mass. (W)

Black Rock Maid. Matchland Shoe Co., Boston, Mass. (W)

Black-Star. Cambridge Rubber Co., Cambridge, Mass.

Blackwood. Hood Rubber Co., Watertown, Mass. (M)

Blazer. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blinkers. Strout, Stritter & Co., Inc., Lynn, Mass. (M)

Blizzard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blizzard. The B. F. Goodrich Co., Akron, O. (M)

Blizzard Helmet. Mondl Mfg. Co., Oshkosh, Wis. (M)

Bloom Ease Slipper, The. Bloom Bros. Co., Minneapolis, Minn. (M)

Bloom Ease Moccasin. Bloom Bros. Co., Minneapolis, Minn. (M)

Bloxshu. Hood Rubber Co., Inc., Watertown, Mass. (M)

Blue Ace. Firestone Footwear Co., Boston, Mass. (M)

Blue and Gold. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Blue Bell. Adams Shoe Co., Adamsdale, Pa. (M)

Blue Bell Brand. Adams Shoe Co., Milwaukee, Wis. (M)

Blue Bill. Alward, Anderson, Southard Co., Chicago, Ill. (M)

Blue Bird. Cohen Adler Shoe Co., Baltimore, Md. (W)

Blue Bird Shoes for Girls. Bleecker Shoe Co., New York City, N. Y.

Blue Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Blue Coin. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Blue Diamond Quality. Phillips-Baker Rubber Co., Providence, R. I. (M)

Bluegrass Belle. Jno. J. Schulten & Co., Louisville, Ky. (W)

Blue Label Work Shoes. Smith & Herrick Co., Albany, N. Y. (W)

Blue-Moc. (For Men and Boys). Lovell Shoe Co., Waterbury, Conn. (W)

Blue Ribbon. Brown Shoe Co., St. Louis, Mo. (M)

Blue Ribbon. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Blue Ridge. Nath'l. Fisher & Co., New York, N. Y. (M W)

Blue Ridge. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Blue Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

"Blue-Tip" Shoes. Keehn Bros., Chicago, Ill. (W)

Bobby Burns. Bona Allen, Inc., Buford, Ga. (M)

"Bobby Burns" for Boys. H. E. Ackerman, Boston, Mass. (W)

Bob Campbell Professional Golf Shoe. Powell & Campbell, New York City. (W)

Bob Fulton. The H. C. Godman Co., Columbus, O. (M)

Bob Harley. The H. C. Godman Co., Columbus, O. (M)

Bob Lane—$4.00 Shoe. R. H. Lane & Co., Inc., Toledo, O. (W)

Bob Smart. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Body Balanced. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Bohol. Hood Rubber Co., Watertown, Mass. (M)

Bona Allen Shoe. Bona Allen, Inc., Buford, Ga. (M)

Bonafide Five, The. Bona Allen, Inc., Buford, Ga. (M)

Bona Four Shoe, The. Bona Allen, Inc., Buford, Ga. (M)

Bonnie Laddie. Morse & Rogers, New York City. (W)

Bonnie Rest. Frank H. Pfeiffer Co., Inc., Worcester, Mass. (M)

Bonny Kate. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Bonriche. Bradley-Goodrich Co., Ind., Haverhill, Mass. (M)

Boone. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Bootee. Hood Rubber Co., Watertown, Mass. (M)

Booth Shoe, The. (Mark of Integrity). Walter Booth Shoe Co., Milwaukee, Wis. (M)

Bootiers to the Stars. Elias Katz Shoe Factories Inc., Los Angeles, Calif. (M)

Bostonians—Shoes for Men. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Boston School Shoe Warranted. Hutchinson-Winch Branch, International Shoe Co., Boston, Mass. (W)

Bostonian Duo-Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Bostonian Foot Friends (For Men). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Bostonian Foot Saver (For Men). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Bostonian Juniors (For Boys). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Bostonian Pli-Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Bowdoin. Hood Rubber Co., Watertown, Mass. (M)

Bows Made. Bows Moccasin Shoe Co., Avon, Mass. (M)

Bowspring. (Men's and Children's). Carson, Pirie, Scott & Co., Chicago, Ill. (R)

Boyd Welsh Process, Women's (Street and Theatrical Footwear). Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Boyden's Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

Boylston. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Boylston. Hood Rubber Co., Watertown, Mass. (M)

Boys Club. Endicott-Johnson Corp., Endicott, N. Y. (M)

Boys' Favorite. Endicott-Johnson Corp., Endicott, N. Y. (M)

Boys' Fearless. Endicott-Johnson Corp., Endicott, N. Y. (M)

Boy Proof. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bracken. A. G. Spalding & Bros., New York City. (M)

Bradds. Bradley-Goodrich Co., Inc., Haverhill, Mass. (M)

Bradford. The B. F. Goodrich Co., Akron, O. (M)

Brady. Mishawaka Rubber & Woolen Mfg. Co, Mishawaka, Ind. (M)

Braeburn. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Brae-Burn. Hood Rubber Co., Inc., Watertown, Mass. (M)

Brampton. Franklin Simon & Co., Inc., New York, N. Y. (R)

Brandau. Brandau Shoe Co., Detroit, Mich. (W)

Brandau Detroit. Brandau Shoe Co., Detroit, Mich. (W)

Brawnie-Golf Ox. Freeman Shoe Corp., Beloit, Wis. (M)

Brazil. Mishawaka Rubber & Woolen Mfg.. Co., Mishawaka, Ind. (M)

Brennan Shoe, The. Richards & Brennan Co., Randolph, Mass. (M)

Breton. Hood Rubber Co., Watertown, Mass. (M)

Bretton. Hood Rubber Co., Watertown, Mass.

Brewster. Hood Rubber Co., Watertown, Mass. (M)

Bridal Veil. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Brighton. Wm. Eastwood & Son Co., Rochester, N. Y. (M)

Brighton Women's Novelties. H. Brandt & Sons, Chicago, Ill. (W)

Bristol. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Brite-Shine. Central Shoe Co., St. Louis, Mo. (M)

Britania. Dunham Bros. Co., Brattleboro, Vt. (W)

British Bull Dog. Stephen Putney Shoe Co., Richmond, Va. (W)

Broadway Shoe. Sam Levy & Co., Nashville, Tenn. (W)

Brockton Bench Made (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Brocktonia. M A. Packard Co., Brockton, Mass. (M)

Brockton Varsity Five. Doyle Shoe Co., Brockton, Mass. (M)

Broncho. Converse Rubber Shoe Co., Malden, Mass. (M)

Brontex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Bronx Elk. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Brooklyn Maid (For Women, Wisses and Children). Nu-Way Shoe Co., New York City. (W)

Brotherhood. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Brotherhood. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Brother & Sister. Rubin Shoe Co., New York City. (W)

Brouwer's Research. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Brown's Arch Rest. Brown Shoe Co., St. Louis, Mo. (M)

Brownbear. Cambridge Rubber Co., Cambridge, Mass. (M)

Brownbilt. Brown Shoe Co., St. Louis, Mo. (M)

Brown Bilt Tread Straight. Brown Shoe Co., Co., St. Louis, Mo. (M)

Brownie. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Brownie—Buster. Brown Shoe Co., St. Louis, Mo. (M)

Brown Juniors. Brown Shoe Co., St. Louis, Mo. (M)

Brown's Gunboats. Brown Shoe Co., Inc., Clayton, N. J. (M)

Brown Value. Brown Shoe Co., St. Louis, Mo. (M)

Brownwelt. Brown Shoe Co., St. Louis, Mo. (M)

Bruin (Men's shoes). Stewart-Dawes Shoe Co., Inc., Los Angeles, Calif. (M)

Brutus. Holland Shoe Co., Holland, Mich. (M)

Bruxshu. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Bryn Mawr. The B. F. Goodrich Co., Akron, O. (M)

Buccaneer. Cambridge Rubber Co., Cambridge, Mass. (M)

Buck Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Buckeye. The B. F. Goodrich Co., Akron, O. (M)

Buckskin. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

"Bud Brown"—Boys' Shoes. Brown Gregory Shoe Co., Salem, Mass. (M)

Buddy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Buddy Brandt. H. Brandt & Sons, Chicago, Ill. (W)

Buck-Hecht. Buckingham & Hect, San Francisco, Calif. (M)

Buck-Mocs. Buckingham & Hecht, San Francisco, Calif. (M)

TRADE NAMES and BRANDS of SHOES

Buck-Strips. Buckingham & Hecht, San Francisco, Calif. (M)

Buckley's Buckleyskins. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley Foot Form. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Houstonian. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's King of Hunters. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Saddle Boots. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buckley's Truss Shank. Buckley Shoe Co., Inc., Houston, Texas. (R)

Buddy. Consolidated Shoe Co., Inc., Lynchburg, Va. (W)

Buddy Botti Step Shoe. The Buddy Botti Step Shoe, Inc., Bethlehem, Pa.

Buddy $4.00 Shoes. Pennington Trade Builder Shoe Co., Chicago, Ill. (M)

Builder. Goodwill Shoe Co., Holliston, Mass. (M)

Builder. Hood Rubber Co., Watertown, Mass. (M)

Built by Forbush. The Forbush Shoe Co., No. Grafton, Mass. (M)

Buk-Ide. Cambridge Rubber Co., Cambridge, Mass. (M)

Bulldog. Hood Rubber Co., Watertown, Mass. (M)

Bull Dog Wear in Every Pair. John Pilling Shoe Co., Lowell, Mass. (M)

Bull Elk. Endicott-Johnson Corp., Endicott, N. Y. (M)

Bull Pup. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Bullseye. Hood Rubber Co., Watertown, Mass. (M)

Bungalo. Herold Shoe Co., San Jose, Calif. (R)

Bunion Last. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Bunny. Brown Shoe Co., St. Louis, Mo. (M)

Bunny Boot. Hood Rubber Co., Watertown, Mass. (M)

Burns Shoe. John Runyon Burns, Endicott, N. Y. (M)

Burt and Packard Korrect Shape, The. Field & Flint Co., Brockton, Mass. (M)

Burt, Edwin C. Cantilever Corp., Brooklyn, N. Y. (M)

Burton Brown. Brown Shoe Co., St. Louis, Mo. (M)

Burtram Brand. Rubin Shoe Co., New York City. (W)

Buster. Mic-Mac Moccasin Co., Inc., Brockton, Mass. (M)

Buster Brown. Brown Shoe Co., St. Louis, Mo. (M)

Buster Brown Tread Straight. Brown Shoe Co., St. Louis, Mo. (M)

Butte. The B. F. Goodrich Co., Akron, O. (M)

Butterfly. Chicago Footwear Co., Chicago, Ill. (W)

Butterfly Footwear. Geo. B. Leavitt Co., Farmington, N. H. (M)

B. W. (Business Woman). The Roth Shoe Mfg. Co., Cincinnati, O. (M)

Bye Baby Bunting (Soft Soles). Mid West Shoe Co., Chicago, Ill. (M)

By Special Appointment. Forbush Shoe Co., No. Grafton, Mass. (M)

C

Cabinet. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Caboose. Converse Rubber Shoe Co., Malden, Mass. (M)

Caddy. Hood Rubber Co., Watertown, Mass. (M)

Cadet. Cambridge Rubber Co., Cambridge, Mass. (M)

Cadet. Converse Rubber Shoe Co., Malden, Mass. (M)

Cadet. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Cadiz. Hood Rubber Co., Watertown, Mass. (M)

Caesar. Converse Rubber Shoe Co., Malden, Mass. (M)

Cafco. Cambridge Rubber Co., Cambridge, Mass. (M)

Calf Skin. Samuel Brilliant & Co., Boston, Mass.

Calmet. The B. F. Goodrich Co., Akron, O. (M)

Calumet. Hood Rubber Co., Watertown, Mass. (M)

Calvert. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Calzado El Faro. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Camco. Cambridge Rubber Co., Cambridge, Mass. (M)

Camco-Crest. Cambridge Rubber Co., Cambridge, Mass. (M)

Camden. Converse Rubber Shoe Co., Malden, Mass. (M)

Camden. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Camel. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Camel. Hood Rubber Co., Watertown, Mass. (M)

Camkid. Cambridge Rubber Co., Cambridge, Mass. (M)

Camp. Goodwill Shoe Co., Holliston, Mass. (M)

Camper. Endicott-Johnson Corp., Endicott, N. Y. (M)

Camper. Firestone Footwear Co., Boston, Mass. (M)

Campmox. Berkshire Footwear Corp., Holliston, Mass. (M)

Campus. Hood Rubber Co., Watertown, Mass. (M)

Campus Maid (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Camsuede. Cambridge Rubber Co., Cambridge, Mass. (M)

Camtex. Cambridge Rubber Co., Cambridge, Mass. (M)

Canada. The B. F. Goodrich Co., Akron, O. (M)

Candee. United States Rubber Co., New York City. (M)

Canny Grip. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Canopic. Hood Rubber Co., Watertown, Mass. (M)

Cantilever Shoe. Cantilever Sales Corp., Brooklyn, N. Y. (M)

Cantilever. Ground Gripper Shoe Co., Inc., New York, N. Y. (M)

Canuck. Converse Rubber Shoe Co., Malden, Mass. (M)

Capezio. Capezio, New York City. (M)

Capitol. Converse Rubber Shoe Co., Malden, Mass. (M)

Capitol. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Capitol Styles Complete the Costume. Capitol Shoemakers, Inc., St. Louis, Mo. (M)

"Specializing in
Smartly Tailored Littleways"

STOCK CARDINAL SERVICE
FOOT NOTES OF FASHION

THE JAMES SHOE MFG. CO.
MILWAUKEE, U. S. A.

Captain. Converse Rubber Shoe Co., Malden, Mass. (M)

Captain Jack. Hutchinson-Winch Branch, International Shoe Co., Boston, Mass. (W)

Captain Kid. Cambridge Rubber Co., Cambridge, Mass. (M)

Captain Kidd. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Cardinal. The B. F. Goodrich Co., Akron, O. (M)

Cardinal Foot Notes of Fashion. James Shoe Mfg. Co., Milwaukee, Wis. (M)

Carlette. Hood Rubber Co., Watertown, Mass. (M)

Carlisle. Carlisle Shoe Co., Carlisle, Pa. (M)

Carlisle Fether Wate Process. Carlisle Shoe Mfg. Co., Carlisle, Pa. (M)

Carlisle Lyter Wate Process. Carlisle Shoe Mfg. Co., Carlisle, Pa. (M)

Carlton. Hood Rubber Co., Watertown, Mass (M)

Carmel. Hood Rubber Co., Watertown, Mass (M)

Carmo Shoes. Carmo Shoe Mfg. Co., Carthage, Mo.

Carnival. Endicott-Johnson Corp., Endicott, N. Y. (M)

Carnival. Hood Rubber Co., Watertown, Mass. (M)

Carolina. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Carpenter. Goodwill Shoe Co., Holliston, Mass. (M)

Carrie-Well Health Shoes. Roberts, Johnson & Rand, Branch of International Shoe Co., St. Louis, Mo. (M)

Carson. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Carter's Extra-Value (Men and Boys). J. W. Carter Co., Nashville, Tenn. (M)

Carter, J. W., Arch-Grip Shoes. J. W. Carter Co., Nashville, Tenn. (M)

Carter, J. W., Guaranteed Shoes. J. W. Carter Co., Nashville, Tenn. (M)

Carter, J. W., Kangaroo Shoes. J. W. Carter Co., Nashville, Tenn. (M)

Carton Carrier. Melville Shoe Corp., New York City. (R)

Cascade. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Casco. Hood Rubber Co., Watertown, Mass. (M)

Case Shoe. Peck Shoe Co., Worcester, Mass. (M)

Casino. Hood Rubber Co., Watertown, Mass. (M)

Castine. Hood Rubber Co., Watertown, Mass. (M)

Castle Shoes. Kessler-Levin Shoe Mfg. Co., Inc., Baltimore, Md. (M)

Catalina. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Catherina. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Cavalier—Men's and Boys' shoes. H. Gordon, New York City. (W)

C. B. Slater, The. C. B. Slater Co., South Braintree, Mass. (M)

Cebu. Hood Rubber Co., Watertown, Mass. (M)

Celebrated Dr. Arthur's Cushion Sole Shoes, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Celebrated Dr. Harris Cushion Sole Shoe, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Celeste. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Celoc. Hood Rubber Co., Watertown, Mass. (M)

Celtic. Hood Rubber Co., Watertown, Mass. (M)

Cem-Pro. Endicott-Johnson Corp., Endicott, N. Y. (M)

Center. Hood Rubber Co., Watertown, Mass. (M)

Central Shoes. Central Shoe Co., St. Louis, Mo. (M)

Central's "Easy Flex" Shoe. Central Shoe Co., St. Louis, Mo. (M)

Central's Ortho Arch. Central Shoe Co., St. Louis, Mo. (M)

TRADE NAMES and BRANDS of SHOES

Central's Perfect Health Arch Shoe. Central Shoe Co., St. Louis, Mo. (M)

Centre Tread Shoes. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Centrope. Hood Rubber Co., Watertown, Mass. (M)

Century. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Century. Hood Rubber Co., Watertown, Mass. (M)

Certified Police. H. E. Ackerman, Boston, Mass.

Ceylon. Converse Rubber Shoe Co., Malden, Mass. (M)

Challenge. Endicott-Johnson Corp., Endicott, N. Y. (M)

Challenger—For Men. Excelsior Shoe Co., Portsmouth, O. (M)

Champion $3.50, The. Freeman Shoe Corp., Beloit, Wis. (M)

Champion Health Shoes, Built as Nature Intended Foot Health Shoes. Morris Zacharoff, New York, N. Y.

Chancellor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Channing Shoe, The. Channing Shoe Co., Stoneham, Mass. (M)

Charles E. Lynch. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Charleston. Cambridge Rubber Co., Cambridge, Mass. (M)

Charm. Endicott-Johnson Corp., Endicott, N. Y. (M)

Charm Ease Made to Fit the Narrow Heel. S. L. Bird & Sons, Detroit, Mich.

Charmtone. Universal Shoe Mfg. Co., Lynchburg, Va. (M)

Charter Oak. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chas. Domby. Krippendorf-Dittmann Co., Cincinnati, O. (M)

Chauffeur. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chauffeur. Goodwill Shoe Co., Holliston, Mass. (M)

Checker. Hood Rubber Co., Watertown, Mass. (M)

Check-o Interwoven Shoes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Cherokee. The B. F. Goodrich Co., Akron, O. (M)

Chesapeake. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesapeaker. Hood Rubber Co., Watertown, Mass. (M)

Chesco X Er Size Arch. The Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesco Welts. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Chesterfield. Dunham Bros. Co., Brattleboro, Vt. (W)

Chex-Wet. Jas. A. Banister Co., Newark, N. J. (M)

Cheyenne. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Chic. Edna S. Ward, New York, N. Y.

Chicagoan Shoe. J. P. Smith Shoe Co., Chicago, Ill. (M)

Chicago Maid (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Chickadee. Central Shoe Co., St. Louis, Mo. (M)

Chick-A-Dee. Morse & Rogers, New York City. (W)

Chickette. Hood Rubber Co., Watertown, Mass. (M)

Chief. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Chief of Chippewa Shoes. Chippewa Shoe Mfg. Co. Chippewa Falls, Wis. (M)

Chief of Police. Endicott-Johnson Corp., Endicott, N. Y. (M)

Chieftain. Eady Shoe Mfg. Co., Otsego, Mich.

Child Life Shoes. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Child Life Shoes. Cedar Grove Mfg. Shoe Co., Cedar Grove, Wis. (M)

Child's Reformer. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Childs' Studio Model. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Chilton Turns. Tull & Gordon, Inc., Brooklyn, N. Y. (M)

Chinook. Converse Rubber Shoe Co., Malden, Mass. (M)

Chippewa. The B. F. Goodrich Co., Akron, Ohio. (M)

"Chix" Fashioned Footwear. Converse Rubber Shoe Co., Malden, Mass. (M)

Chouteau Smart Shoes. Chouteau Shoe Mfg. So., St. Louis, Mo. (M)

Chummy Steppers (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Churchill & Alden. Doyle Shoe Co., Brockton, Mass. (M)

Cinderella. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Cinderella. C. D. Gibbon & Son, Philadelphia, Pa. (W)

Circle. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Civil Service. Sears, Roebuck & Co., Chicago, Ill. (R)

Claff Shoe, The. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Clansman. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Clapp (Edwin) Shoe, The. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M)

Clara Barton. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Clarco. Clarendon Shoe Co., Brooklyn, N. Y. (M)

Claremont. Hood Rubber Co., Inc., Watertown, Mass. (M)

Classic. Hood Rubber Co., Watertown, Mass. (M)

Classic. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Classmates (Shoes for children). Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Claxon. Cambridge Rubber Co., Cambridge, Mass. (M)

Clay. Mishawaka Rubber & Woolen Mfg. Co, Mishawaka, Ind (M)

Clean Craft Make. Lateiner Footwear Co., New York City. (M)

Clearfield. Hood Rubber Co., Watertown, Mass. (M)

Cleeto. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Cleo. Cambridge Rubber Co., Cambridge, Mass. (M)

Cleo-Pat-Ra. E. A. Guinzburg, New York City. (M)

Cleopatra. Hood Rubber Co., Watertown, Mass. (M)

Cleopatra Sandals. The Jaffa Co., Los Angeles, Calif. (W)

Clever Lady. Endicott-Johnson Corp., Endicott, N. Y. (M)

Clifton. Hood Rubber Co., Watertown, Mass. (M)

Climax. Friedman-Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Clincher. Hood Rubber Co., Watertown, Mass. (M)

Clinton Shoe, The. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Clinton. Hood Rubber Co., Inc., Watertown, Mass. (M)

Clipper. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Clipper. Cambridge Rubber Co., Cambridge, Mass. (M)

Clod-Hoppers. Stern Bros., New York City. (R)

Clown. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Clubman. R. H. Fyfe & Co., Detroit, Mich.

Club House. The Abbott Co., Yarmouth, Me. (M)

Club House. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Clyde. Hood Rubber Co., Watertown, Mass. (M)

Clydes $4. Wilbar's Inc., Boston, Mass.

Coalpac. Hood Rubber Co., Watertown, Mass. (M)

Coaster. Hood Rubber Co., Watertown, Mass. (M)

Cobbie Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M)

Co-Ed. The B. F. Goodrich Co., Akron, Ohio. (M)

Co-ed. Hood Rubber Co., Watertown, Mass. (M)

Co-Eds. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Colfax. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

College. The B. F. Goodrich Co., Akron, Ohio. (M)

College. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

"College Boys" Shoes. Morris Shoe Co., New York City. (W)

College Chums. Wiswell Shoe Mfg. Co., Cedar Grove, Wis. (M)

College Girl. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

College Girl. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

College Girl, The. The Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

College Women's Walking Shoe. Craddock Terry Co., Lynchburg, Va. (M)

Collegiate. Endicott-Johnson Corp., Endicott, N. Y. (M)

Collegiate Group by Chouteau. Chouteau Shoe Mfg. Co., St. Louis, Mo. (M)

Collimec. Endicott-Johnson Corp., Endicott, N. Y. (M)

Colon. Cambridge Rubber Co., Cambridge, Mass. (M)

Colonial Girl. The Jeff Newbury Co., Huntington, W. Va. (W)

Colorado Special. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Colt Canvas Shoes. Colt Cromwell Co., Inc., New York, N. Y. (M)

Colt Riding Boots. Colt Cromwell Co., Inc., New York, N. Y. (M)

Colt Puttees. Colt Cromwell Co., Inc., New York, N. Y. (M)

Colt Quality. Colt Cromwell Co., Inc., New York, N. Y. (M)

Columbia. H. E. Ackerman, Boston, Mass. (W)

Columbia. The B. F. Goodrich Co., Akron, Ohio. (M)

Combination Fitting. Groves Shoe Co., Chicago, Ill. (W)

Combination Last. Standard Shoe Co., Inc., Lynn, Mass. (M)

Combo Arch—The Thayer Shoe. N. B. Thayer Shoe Co., East Rochester, N. H. (M)

Comet. Central Shoe Co., St. Louis, Mo. (M)

Comflex. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Comfo-Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Com Foot Able. George F. Walsh, New York, N. Y.

Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Comfort. Goodwill Shoe Co., Holliston, Mass. (M)

Comfort Cooler. Endicott-Johnson Corp., Endicott, N. Y. (M)

Comfort Wear Shoes. The Comfort Sandal Mfg. Co., Long Island City, N. Y. (M)

Comfortable Cushion Sole, Soothing. Durand Shoe Co., Richmond, Me. (M)

Comfort In Every Step. Durand Shoe Co., Richmond, Me. (M)

Comfy. Daniel Green Felt Shoe Co., Dolgeville, N. Y. (M)

Comfy-Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Commander. Firestone Footwear Co., Boston, Mass. (M)

Commander. The B. F. Goodrich Co., Akron, Ohio. (M)

Commander. Hood Rubber Co., Inc., Watertown, Mass. (M)

Commodore. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

TRADE NAMES and BRANDS of SHOES

Commodore. Morse & Rogers, New York City. (W)

Commonsense Arch. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Commonwealth. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Ace. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Hi-Style. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Official Boy Scout Shoes. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commonwealth Juniors. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Commuter. Hood Rubber Co., Watertown, Mass. (M)

Companionate. L. B. Evans Son Co., Wakefield, Mass. (M)

Companion Shoes to Nettleton's. A. E. Nettleton Co., Syracuse, N. Y. (M)

Compo. Compo Shoe Machinery Corp., Boston, New York and St. Louis.

Compo-Gripper. The P. Goldsmith Sons Co., Cincinnati, Ohio. (M)

Concave Arch-Hard and Soft Toe Ballet Slippers. S. Capezio, New York City. (M)

Concord. Hood Rubber Co., Inc., Watertown, Mass. (M)

Concord Shoe. Concord Shoe Co., Inc., New York City. (W)

Conference. Hood Rubber Co., Watertown, Mass. (M)

Concrete. Converse Rubber Shoe Co., Malden, Mass. (M)

Condo. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Conformic. Forbush Shoe Co., North Grafton, Mass. (M)

Connolly Shoe, The. Connolly Shoe Co., Stillwater, Minn. (M)

Conquest. Hutchinson Winch branch International Shoe Co., Boston, Mass. (W) (M)

Conrad. Conrad Shoe Co., Brockton, Mass. (M)

Constant Comfort. Ault Williamson Shoe Co., Auburn, Me. (M)

Continental. Hood Rubber Co., Watertown, Mass. (M)

Continental. Monroe Bros. & Co., Philadelphia, Pa. (W)

Cool. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Cool Cotton Foot. Geo. D. Witt Shoe Co., Lynchburg, Va. (M)

Coolie Sandals. The Finn Shulman Mfg. Co., Cincinnati, Ohio. (M)

Cool Wear. Brown Shoe Co., St. Louis, Mo. (M)

Coon Tail (Knit Wool Boot). Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Co-operative. Brockton Co-operative Boot & Shoe Co., Brockton, Mass. (M)

Copeg Arch. The Copeland & Ryder Co., Jefferson, Wis. (M)

Copley. Hood Rubber Co., Watertown, Mass. (M)

Copley. Stix, Baer & Fuller Co., St. Louis, Mo. (R)

Corbin. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Corbin Arch Corrector. Franklin Shoe Co., Boston, Mass. (W)

Corbin Correct Shoe. Franklin Shoe Co., Boston, Mass. (W)

Corcor Shoe. The Jos. F. Corcoran Shoe Co., Brockton, Mass. (M)

Corcor Shoe. Sidwell-Dewindt Shoe Co., Chicago, Ill. (W)

Corec Tred Shoes. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Corflex. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Corinth. The B. F. Goodrich Co., Akron, Ohio. (M)

Corncurer. Millett Woodbury Co., Beverly, Mass. (M)

Cornell. Cornell Shoe Co., Inc., New York, N. Y.

Cornell. The B. F. Goodrich Co., Akron, Ohio. (M)

Corner Stone. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Corona. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Coronado. The Miller Rubber Co., Akron, Ohio. (M)

Coronation. Central Shoe Co., St. Louis, Mo. (M)

Coronet. Converse Rubber Shoe Co., Malden, Mass. (M)

Corporal. Converse Rubber Shoe Co., Malden, Mass. (M)

Corporal. Morse & Rogers, New York City. (W)

Correct Arch for Men & Women. Greenfield's Dept. Shoe Store, Portland, Ore. (R)

Correct Comfort Shoe. The Direct Shoe Co., Branch J. W. Carter Co., Nashville, Tenn. (M)

Correct Dodge for All Occasions With "Sta-Up" Arch, The. Dodge, Bliss & Perry Co., Inc., Newburyport, Mass. (M)

Corrective Comfort Combination Last. Durand Shoe Co., Richmond, Me. (M)

Corrective Combination Last Shoe. Durand Shoe Co., Richmond, Me. (M)

Correct Postur. International Shoe Co., St. Louis, Mo.

Corset Arch. Krippendorf-Dittmann Co., Cincinnati, Ohio. (M)

"Cort" Shoe. Chas. Cort, Inc., Newark, N. J. (M)

Cortez. The B. F. Goodrich Co., Akron, Ohio. (M)

Cossack. Cambridge Rubber Co., Cambridge, Mass. (M)

Cossac. Converse Rubber Shoe Co., Malden, Mass. (M)

Cosyfoot-Room for every little toe. G. W. Chesbrough, Rochester, N. Y. (M)

Cosy Toes - Slippers. Robertson Shoe Co., Minneapolis, Minn. (M)

Cosy Toes Comfort. Robertson Shoe Co., Minneapolis, Minn. (M)

Counterpoise. Jas. A. Banister Co., Newark, N. J. (M)

Country Club. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Country Club Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Court-shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Cousins Shoe. J. & T. Cousins Co., Brooklyn, N. Y. (M)

Coward. Bender Shoe Co., Lynn, Mass. (M)

Co-worker Shoe. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Cozette. Pasadena Slipper Co., Pasadena Calif. (M)

Cozy Toes. Robertson Shoe Co., Minneapolis, Minn. (M)

Crack Proof. The Goodyear Rubber Co., Middletown, Conn. (M)

Craddock Bench Made. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Real Service. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Shoe, The. Craddock Terry Co., Lynchburg, Va. (M)

Craddock Special. Craddock Terry Co., Lynchburg, Va. (M)

Craddock, Thos. Juster Bros., Inc., Minneapolis, Minn.

Cradle to College. The H. W. Merriam Shoe Co., Newton, N. J. (M)

Crafter. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Crafts. G. P. Crafts Co., Manchester, N. H. (M)

Crafts—Boy's Shoes. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Craft Text. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Craig. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Crawford. Chas. A. Eaton Co., Brockton, Mass. (M)

Cream of All. A. W. Tedcastle Co., Boston, Mass. (W)

Cream of Comfort. D----d Shoe Co., Richmond, Me. (M)

Cream of Comfort Arch Support. Durand Shoe Co., Richmond, Me. (M)

Cream of Comfort (Women's Comforts). C. W. Marks Shoe Co., Chicago, Ill. (W)

Crepeminster. Hood Rubber Co., Watertown, Mass. (M)

Crepe Pac. Hood Rubber Co., Watertown, Mass. (M)

Crepeshu. Hood Rubber Co., Watertown, Mass. (M)

Crepe Soled Shoes. Converse Rubber Shoe Co., Malden, Mass. (M)

Crepe-Tred. The Servus Rubber Co., Rock Island, Ill. (M)

Crescent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Crescent. The B. F. Goodrich Co., Akron, Ohio. (M)

Crescent. Hood Rubber Co., Watertown, Mass. (M)

Crescent Juniors. Crescent Shoe Co., New York. (W)

Crescent Stout Craft. Crescent Shoe Co., New York. (W)

Crest. Converse Rubber Shoe Co., Malden, Mass. (M)

Crestboat. Cambridge Rubber Co., Cambridge, Mass. (M)

Crestshu. Cambridge Rubber Co., Cambridge, Mass. (M)

C R H & M. Cole, Rood Haan & McGregor Co., Chicago, Ill. (M)

Cris-Cros. Cambridge Rubber Co., Cambridge, Mass. (M)

Criterion. Central Shoe Co., St. Louis, Mo. (M)

Criterion. Levy Shoe Co., Montgomery, Ala. (W)

Crocker Shoe. The Crocker Shoe Co., Marblehead, Mass. (M)

Cromwell Woven Sport Oxford. Colt, Cromwell Co., Inc., New York City. (M)

Croquet. Hood Rubber Co., Watertown, Mass. (M)

Crossett Arch Ease. Crossett Shoe Co., Boston, Mass. (M)

The SELZ SHOE

Manufactured by

Cole, Rood, Haan & McGregor Co.

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Specialties in men's fine shoes
Large In-Stock Department
With or without the name

SOLASTIC PROCESS

Women's Fashionable Footwear

WOLFF-TOBER SHOE MFG. CO.

2511 Sullivan Ave. St. Louis, Mo.

TRADE NAMES and BRANDS of SHOES

Crossett Ever-Est Shoe for Men. Crossett Shoe Co., Boston, Mass. (M)

Crossett Fulchrum Arch Shoe. Crossett Shoe Co., Boston, Mass. (M)

Crossett Shoe, The — Makes Life's Walk Easy for Men and Women. Crossett Shoe Co., Boston. (M)

Crossett Supple Tread, Last No. 62. Crossett Shoe Co., Boston, Mass. (M)

Crown. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Crown. Hood Rubber Co., Watertown, Mass. (M)

Crown. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Crown. Philip Schneider Shoe Co., Allentown, Pa. (M)

Crown Footwear. Merchants Supply Co., Dubuque, Iowa. (W)

Cruiser. Converse Rubber Shoe Co., Malden Mass. (M)

Crumbs of Comfort. A. H. Berry Shoe Corporation, Portland, Me. (M)

Crusader. Goodwill Shoe Co., Holliston, Mass. (M)

Crusader. Endicott-Johnson Corp., Endicott, N. Y. (M)

Crystal. The B. F. Goodrich Co., Akron, Ohio. (M)

Cuban. Hood Rubber Co., Watertown, Mass. (M)

Cub Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Cub Brand. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Culver. Cambridge Rubber Co., Cambridge, Mass. (M)

Cumberland. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Cuniform Arch. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Cupid. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Cupid. Morse & Rogers, New York City. (W)

"Currin" Shoe. Currin-Greene Shoe Mfg. Co., Seattle, Wash. (M)

Curtis Arch Ease. Curtis Shoe Co., Marlboro, Mass. (M)

Cushco. Cushman-Hollis Co., Auburn, Me. (M)

Cushion. Endicott-Johnson Corp., Endicott, N. Y. (M)

Cushion-Arch Shoe. John Ebberts Shoe Co., Inc., Buffalo, N. Y. (M)

Cushion Flex, Reed's. E. P. Reed & Co., Rochester, N. Y. (M)

Cushion Tread. Ground Gripper Shoe Co., Brooklyn, N. Y. (M)

Custer. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Custom-Made. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Custom-Quality. C. W. Marks Shoe Co., Chicago, Ill. (W)

Cutter Work Shoes. O'Donnell Shoe Co., St. Paul, Minn. (M)

Czecho Braided Sandals. Herman David, Paterson, N. J.

Cyclone. Morse & Rogers, New York City. (W)

D

Daddy Duke. Neenah Shoe Co., Menasha, Wis. (M)

Dad Jr. J. W. Carter Co., Nashville, Tenn. (M)

Dad's Double. Melville Shoe Corp., New York City. (R)

"Dad's Double"—Canadian. Melville Shoe Corp., New York City. (R)

Dad-Son. Greene Anthony & Co., Providence, R. I. (W)

Daily Service. Endicott-Johnson Corp., Endicott, N. Y. (M)

"Daintee Arch." Holmes Terhune Co., Lewiston, Me. (M)

Dainty Maid Slippers. Dainty Maid Slipper Co., Brooklyn, N. Y. (M)

Dairy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dairyman. Goodwill Shoe Co., Holliston, Mass. (M)

Dairyman. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Daisy. The B. F. Goodrich Co., Akron, Ohio. (M)

Dakota. Hood Rubber Co., Watertown, Mass. (M)

Dallas. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Dalmocs. Daley Moccasin Co., Inc., Fort Covington, N. Y. (M)

Dalton. The Dalton Shoe Co., Middleboro, Mass. (M)

Daly Shoes for Daily Wear. Daly Bros. Shoe Co., Inc., Keene, N. H. (M)

Damphlex Sole. Great Northern Shoe Co., Branch of International Shoe Co., Manchester, N. H. (M)

Dancette. Duane Shoe Co., Inc., New York. N. Y.

Dandy. Mic-Mac Moccasin Co., Inc., Brockton, Mass. (M)

Danska. Hood Rubber Co., Watertown. Mass (M)

Dans-On (Opera Pumps). Crescent Shoe Co., New York, N. Y. (W)

Daphne True-Step. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Dapper Dan—Smart shoes for young men. Field Bros. Shoe Co., Inc., Bridgewater, Mass. (M)

D. A. R. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Darby. Hood Rubber Co., Inc., Watertown, Mass. (M)

Dartmouth. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dartmouth. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Dauntless. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Dauphin. The B. F. Goodrich Co., Akron, Ohio. (M)

Dauphine. Nath'l Fisher & Co., New York City. (M-W)

Davenport Wood Sole Shoes. F. J. Stahmer Shoe Co., Davenport, Iowa. (M)

Davis-Cup. Cambridge Rubber Co., Cambridge, Mass. (M)

Davis New Process (Patented). A. H. Berry Shoe Corporation, Portland, Me. (M)

Dawson. Hood Rubber Co., Watertown, Mass. (M)

Dayshu. Hood Rubber Co., Watertown, Mass. (M)

Da-Time Slippers. Sachs & Vigorith, Inc., Cincinnati, Ohio. (M)

Dayton. Hood Rubber Co., Watertown, Mass. (M)

Daytona. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Deaconess. McElroy Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Dean. The B. F. Goodrich Co., Akron, Ohio. (M)

Deauville. Endicott-Johnson Corp., Endicott, N. Y. (M)

Deauville Sandals. Golo Slipper Co., Inc., New York City. (M)

Deb. The Selby Shoe Co., Portsmouth, Ohio. (M)

Debsles. A. Sandler, Boston, Mass. (W)

Debutante. Blue Ribbon Shoe Makers, St. Louis, Mo. (M)

Decatur. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Deco. The Deco Export Co., Inc., New York City. (W)

Decoy. Cambridge Rubber Co., Cambridge, Mass. (M)

"Dedham." Cambridge Rubber Co., Cambridge, Mass. (M)

Deerfoot. Hood Rubber Co., Watertown, Mass. (M)

Deer Skin. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Defender. Goodwill Shoe Co., Holliston, Mass. (M)

Defender. Hood Rubber Co., Watertown, Mass. (M)

Defense. Endicott-Johnson Corp., Endicott, N. Y. (M)

Defiance. Endicott-Johnson Corp., Endicott, N. Y. (M)

Defiance. Morse & Rogers, New York City. (W)

De Fino Footwear. David Feinefeld, Birmingham, Ala.

Delaware. Hood Rubber Co., Watertown, Mass. (M)

Delia. The B. F. Goodrich Co., Akron, Ohio. (M)

Delman Shoes. Delman, Inc., New York, N. Y. (M)

Delman Sways the Mode. Delman, Inc., New York, N. Y. (M)

Del Piso. Dan Palter, Inc., New York City. (M)

De Luxe. P. W. Minor & Son, Inc., Batavia, N. Y.

Denmark. Hood Rubber Co., Watertown, Mass. (M)

Denver. Hood Rubber Co., Watertown, Mass. (M)

Dependable Foot-Wear. F. L. Doerr Shoe Co., St. Louis, Mo. (W)

Derby. Cambridge Rubber Co., Cambridge, Mass. (M)

Derby Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Derryville Sandals. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Derwent. Hood Rubber Co., Inc., Watertown, Mass. (M)

Desna. Hood Rubber Co., Watertown, Mass. (M)

Developer. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Dexter. Hood Rubber Co., Watertown, Mass. (M)

Diamond Brand. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Diamond K Boots. Kirkendall Boot Co., Omaha, Neb. (M)

Dickory Dock. Truitt Bros., Inc., Binghamton, N. Y. (M)

Dictator. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Dictator Shoes. French, Shriner & Urner, Boston, Mass. (R)

Diplomat. Brown Shoe Co., St. Louis, Mo. (M)

Dixie. Hood Rubber Co., Watertown, Mass. (M)

Dixie. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Boy. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Girl. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Dixie Special. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dobsboot. Cambridge Rubber Co., Cambridge, Mass. (M)

Dobshu. Cambridge Rubber Co., Cambridge, Mass. (M)

Docto-Pedic. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Doctor Arch Shoe. Marion Shoe Co., Marion, Ind. (M)

Doctor's Choice. Nature Footwear Corp., Brewer, Me. (M.)

Doctor, The. Dunham Bros. Co., Brattleboro, Vt. (W)

Doctor Shoe, The. Racine Shoe Mfg. Co., Racine, Wis. (M)

Doctress. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Dr. Adams Foot Free Shoe. S. Allen Shoe Co., Boston, Mass. (W)

Dr. A. Kahler Shoe. Ground Gripper Shoe Co., Harrisburg, Pa. (M)

Dr. Allen's Corrective Shoe. Central Shoe Co., St. Louis, Mo. (M)

Dr. Allen's Cushion Shoes. Central Shoe Co., St. Louis, Mo. (M)

Dr. Andrews Cushion Sole Shoes. H. E. Ackerman Co., Boston, Mass.

Dr. Andrews "Little Pals." H. E. Ackerman Co., Boston, Mass.

Dr. A. Reed Cushion Shoes. For Men. J. P. Smith Shoe Co., Chicago, Ill. (M)

TRADE NAMES and BRANDS of SHOES

Dr. A. Reed Cushion Shoes. For Women. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Dr. Austin. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Dr. Baker's Flexible Felt Insole. J. W. Carter & Co., Nashville, Tenn. (M)

Dr. Balsam. Arch Support Shoe. Concord Shoe Co., Inc., New York City. (W)

Dr. Bayless Arch Support. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Dr. Bendall. Nath'l Fisher & Co., New York City (M & W)

Dr. Best's Health-E-Fut Shoes. Morris Shoe Co., New York, N. Y. (W)

Dr. Brooks' First Walk Shoe. B. & P. Footwear Co., Ltd., Oswego, N. Y. (M)

Dr. Bruce Corrective Shoe. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (M)

Dr. Burger Shoe, The. Dr. Burger, New York, N. Y.

Dr. Campbell's Corset Shoe. Powell & Campbell, New York City. (W)

Dr. Campbell's Cushions of Comfort. Powell & Campbell, New York City. (W)

Dr. Campbell's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Campbell's Foot Form. Powell & Campbell, New York City. (W)

Dr. Campbell's Form-O-Foot. Powell & Campbell, New York City. (W)

Dr. Campbell's Health Shoe. Powell & Campbell, New York City. (W)

Dr. Campbell's Service Shoe. Powell & Campbell, New York Cit. (W)

Dr. Campbell's Slimbak. Powell & Campbell, New York City. (W)

Dr. Campbell's Tenderfoot. Powell & Campbell, New York City. (W)

Dr. Campbell's Twinkle Toes. Powell & Campbell, New York City. (W)

Dr. Carol's Corrective Health Shoe. Nu-Way Shoe Co., New York City. (W)

Dr. Case Arch-Spring. Peck Shoe Co., Worcester, Mass. (M)

Dr. Chapman's Health Shoes L. T. W. Philip Trachtenberg, Philadelphia, Pa.

Dr. Charles. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Charles Cushion Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Charles Health Shoe. Bernstein Shoe Co., New York City. (W)

Dr. Chase's Cushion Comfort. J. Freidson Shoe Co., Boston, Mass. (M)

Dr. Charles Corrective Quality Shoes (For children and misses). Charles Spiegel, Salem, Mass. (W)

Dr. Charles Stylish Health Shoes (Women's shoes). Charles Spiegel, Salem, Mass. (W)

Dr. Chester's Health-E-Fut Shoes. Morris Shoe Co., New York City. (W)

Dr. Clark's Health Shoe. Nu Way Shoe Co., New York City. (W)

Dr. Clinton Shoes (For Women). Hub Shoe Company, Boston, Mass. (W)

Dr. Coburn's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Copland's Arch of Air. Crescent Shoe Co., New York, N. Y. (W)

Dr. Copland's Feather Weight. Crescent Shoe Co., New York, N. Y. (W)

Dr. Cross. American Shoe Co., Boston, Mass.

Dr. Cross' Health Shoes. Keehn Bros., Chicago, Ill. (W)

Dr. Cummings Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Darling Comfort Shoes. Sherwood Shoe Co., Rochester, N. Y. (M)

Dr. Darling's Cushion Shoe. Sherwood Shoe Co., Rochester, N. Y. (M)

Dr. Darling's Surgeon Arch Support Shoe. Sherwood Shoe Co., Rochester, N. Y. (M)

Dr. Davis. Brilliant Bros. Co., Boston, Mass. (W)

Dr. Day. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Dickerman's Hurd Health Shoes (Men's and Women's). Hurd Shoe Co., Utica, N. Y. (W)

Dr. Drake Arch Support Shoe. The H. C. Godman Co., Columbus, O. (M)

Dr. Drake Junior Shoe. The H. C. Godman Co., Columbus, O. (M)

Dr. Durand's Foot Ease Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Edwards Korn Kure. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Florence Scientific Arch Support. Platell Shoe Co., New York City. (W)

Dr. Fox's Arch Supports. M. Fox & Co., Philadelphia, Pa. (W)

Dr. Fox's Health Shoes, Stylish Stouts. M. Fox & Co., Philadelphia, Pa. (W)

Dr. Franklin's Arch Promoter Shoe. Franklin Shoe Co., Boston, Mass. (W)

Dr. Frederick's Comforts. Powell & Campbell, New York City. (W)

Dr. Frederick's Free Fitters. Powell & Campbell, New York City. (W)

Dr. Frederick's Heavy Duty. Powell & Campbell, New York City. (W)

Dr. Frederick's Shock Absorbers. Powell & Campbell, New York City. (W)

Dr. Frederick's Twinkle Toes. Powell & Campbell, New York City. (W)

Dr. French Arch Support—For Women. Lovell Shoe Co., Waterbury, Conn. (W)

Dr. George R. Davis-Anti-Friction Shoe. Thompson Bros. Shoe Co., Brockton, Mass. (M)

Dr. George's Nature Shape. A. G. Behn, Arlington, N. J. (W)

Dr. Glass' Arch Support Shoes (For Men and Women). Sidney Glass, Los Angeles, Cal. (W)

Dr. Glass Easy Walkers (Men's Slippers). Sidney Glass, Los Angeles, Cal. (W)

Dr. Glass Form-A-Foot Shoes (For Children). Sidney Glass, Los Angeles, Cal. (W)

Dr. Glass Kumforts. Sidney Glass, Los Angeles, Cal. (W)

Dr. Goodhart's. Standard Shoe Co., Inc., Lynn, Mass. (M)

Dr. Gordon Health Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Grant Health Shoes. Bona Allen, Inc., Buford, Ga. (M)

Dr. Gray's Gray Goose Shoe. F. A. Parker, Inc., Marblehead, Mass. (M)

Dr. Harris' (Women's stouts). Rubin Shoe Co., New York City (W)

Dr. Henke. Henke Baby Shoe House, Chicago, Ill. (W)

Dr. Hopkins. Muskin Shoe Co., Baltimore, Md. (M)

Dr. Hopkins Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Hunns Duo-Arch Supports. M. Fox & Co., Philadelphia, Pa. (W)

Dr. J. Emery's Arch Support. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. J. M. Lee's Arch Erector. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. Johnson Cushion Insole. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Johnson's Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H.

Dr. Johnson's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Jones Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Jordan. Greene Anthony & Co., Providence, R. I. (W)

Dr. Kellar Firm Arch. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Dr. Geller's Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

Dr. Kelly (Men's and Women'). C. W. Marks Shoe Co., Chicago, Ill. (W)

Dr. Kimmel's Tru Fit Shoe. Kimmel & Marbach Shoe Co., New York City. (W)

Dr. King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dr. Krell. Nath'l Fisher & Co., New York City. (M & W)

Dr. Lambert's Bunion Relief. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Dr. Lampert Shoe. Dr. Lampert Shoe Co., New York City. (W)

Dr. Lee's Flexible Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Dr. Leonard's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Leonard's Easy Stepper. B. Friedman Shoe Co., Inc., New York City. (W)

Dr. Linder's Lady Love Shoe. Nu-Way Shoe Co., New York City. (W)

Dr. Lorenze Health Shoe. The Muskin Shoe Co., Baltimore, Md. (M)

Dr. Louis Cushion Sole. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Dr. Lyons Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

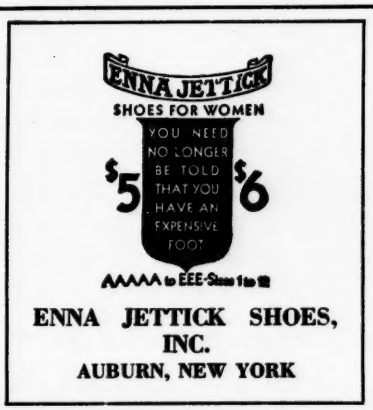
Dr. Lyons Foot Ease. Durand Shoe Co., Richmond, Me. (M)

Dr. Lyons Foot Ease Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Marbach, Jr. Kimmel & Marbach Shoe Co., New York City. (W)

Dr. Mark's Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Martin's Walk-and-B-Healthy Shoe. Nu-Way Shoe Co., New York City. (W)



TRADE NAMES and BRANDS of SHOES

Dr. Martin's Walk-O-Pedic (Air Cushion). Nu-Way Shoe Co., New York City. (W).

Dr. Mary Hall. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Dr. Mason. Samuel Brilliant Co., Boston, Mass. (W)

Dr. May. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Dr. Mayhew's Foot-Ease Prescription Shoe R 531, Durand Shoe Co., Richmond, Me. (M)

Dr. McNeil's Form-o-Foot. Powell & Campbell, New York City. (W)

Dr. Melville's Green Ball Orthopedic. Thalheims' Wearwell Shoe Co., Inc., New York City. (W)

Dr. Miles Health Shoes. Bleecker Shoe Co., New York, N. Y.

Dr. Morris's High Grade Shoes. Morris Shoe Co., New York City. (W)

Dr. Morris's Sunny Boy Shoes. Morris Shoe Co., New York City. (W)

Dr. Munyon's Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Nelson's First Walk Shoe. B. & P. Footwear Co., Ltd., Oswego, N. Y. (M)

Dr. Newton's Wiggle Toes. Weitzman Shoe Co., Newark, N. J. (W)

Dr. Nicholson. Monroe Bros. & Co., Philadelphia, Pa. (W)

Dr. Nicholson Arch Support. Monroe Bros. & Co., Philadelphia, Pa. (W)

Doctor Newton. The J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Dr. Newton's Wiggle Toes. J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Dr. Ogden Cushion Sole. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Dr. Parks. C. P. Ford & Co., Rochester, N. Y. (M)

Dr. Peake's Health Shoes. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Dr. Pilzer's (The Genuine Orthopedic Shoes—Best for Infants and Children. The Genuine Dr. Pilzer's Shoe Co., Inc., New York City. (M)

Dr. Posner's Adjustable Ankle Brace Shoe. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Diploma Girl Shoe. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Pil-Tred Shoes. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Scientific Shoe. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Posner's Wee-Welts. Dr. A. Posner Shoes, Inc., New York City. (M)

Dr. Purvis Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Randolph Flexible Sole Shoe. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Dr. Raymond. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Ray's. The Chas. Meis Shoe Co., Cincinnati, Ohio. (M & W)

Dr. Ray's "Paddlers"—When Baby Starts to Walk. Newcomb-Anderson Shoe Co., Rochester, N. Y. (W)

Dr. Reen Nature Last Shoe. Blog Shoe Finding Co., New York City. (W)

Dr. Richard's Arch Support Shoe. Benj. Walk & Co., Boston, Mass. (W)

Dr. Richard's Cushion Sole Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Rodman Cushion Insole. A. J. Bates Co., Webster, Mass. (M)

Dr. Rose Health Shoe Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Dr. Rose Health Shoe Cushion Sole. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Rubin's (Infants Shoes). Rubin Shoe Co., New York City. (W)

Dr. Rubeshaw's Health Shoe (For Women). Nu-Way Shoe Co., New York City. (W)

Dr. Rubeshaw's Supreme Stouts (For Women). Nu-Way Shoe Co., New York City. (W)

Dr. Rudolph's All Ease Shoes. H. E. Ackerman, Boston, Mass. (W)

Dr. Ryker Health Shoes. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Dr. Sammis Celebrated Comfort Shoe. Durand Shoe Co., Richmond, Me. (M)

Dr. Sammis Celebrated Comfort Shoe Arch Support. Durand Shoe Co., Richmond, Me. (M)

Dr. Sargent. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Sawyer Cushion Shoe. Brown Shoe Co., St. Louis, Mo. (M)

Dr. Sherman Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Sterling's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Sterling's Cushion Sole Rubber Heel. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Stewart Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Taylor Arch Support—For Men. Lovell Shoe Co., Waterbury, Conn. (W)

Dr. Thomas. Samuel Brilliant Co., Boston, Mass. (W)

Dr. Thomas Arch Comfort Healer. Samuel Brilliant & Co., Boston, Mass.

Dr. Thomas Improved Arch Support Shoes. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Doctor Wales Comfort Shoe. Matchland Shoe Co., Boston, Mass. (W)

Doctor Wales Nuflex Shoe. Matchland Shoe Co., Boston, Mass. (W)

Dr. Walk's Corrective Arch. Benj. Walk & Co., Boston, Mass. (W)

Dr. Walk's Sterling Quality. Benj. Walk & Co., Boston, Mass. (W)

Dr. Walter E. Meanwell's "Athletic." The Servus Rubber Co., Rock Island, Ill. (M)

Dr. Walter E. Meanwell's "Intercollegiate" Basketball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Dr. Webster. Brilliant Bros. Co., Boston, Mass. (W)

Dr. Welsh. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Dr. Willard. Brilliant Bros. Co., Boston, Mass. (W)

Dr. Williams Toe Spreaders. A. G. Behn, Arlington, N. J. (W)

Dr. William's (Womens Stouts). Rubin Shoe Co., New York City (W)

Dr. Winifred. Nath'l Fisher & Co., New York City (M & W)

Dr. Woodbury's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Woodbury Cushion Sole Comfort Shoe. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Woodbury Prescription Shoe Cold Proof. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Woodbury Prescription Shoe Cushion Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Dr. Wright's Nature Last. Nature Footwear Corp., Brewer, Me. (M)

Doctors Order. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Dodger. Hood Rubber Co., Watertown, Mass. (M)

Dogs. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dolgeville. Slippers. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M)

Dollar Slippers. Claude H. Daniels, Boston, Mass. (M)

Dolly. Friedman-Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Dolly Madison. Dixon Bartlett Co., Baltimore, Md. (M)

Dolores. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Domo. Golo Slipper Co., New York City (M)

"Don't Bind the Babies Feet." Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

Dora Dell. C. Gotzian & Co., St. Paul, Minn. (M)

Doradell. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Dorcas. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Dore. D. Reichenbaum, Milwaukee, Wis.

Doris. Bernstein Shoe Co., New York City (W)

Dorothy. Rubin Shoe Co., New York City. (W)

Dorothy Burt Brand. Rubin Shoe Co., New York City (W)

Dorothy Dudcliff. Cushman Co., Chicago, Ill. (W)

Dorothy Crest. International Shoe Co., St. Louis, Mo. (M)

Dorothy Dodd. Dorothy Dodd Shoe Co., Jamaica Plain, Boston (M)

Dorothy Junior. Dorothy Dodd Shoe Co., Jamaica Plain, Boston (M)

Dorothy Vernon. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Dotty Day. Samuel L. Bass Shoe Co., New York City (W)

Double Duty Arch. Holland Shoe Co., Holland, Mich. (M)

Double H. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Double Life. McElroy Sloan Shoe Co., Western Branch Craddock Terry Co., St. Louis, Mo. (M)

Double Wear Shoe, The. Double Wear Shoe Co., Minneapolis, Minn. (W)

Double Welt. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Double Width. Endicott-Johnson Corp., Endicott, N. Y. (M)

Dougal Macdougal Foresome. Brown Shoe Co., St. Louis, Mo. (M)

Douglas, W. L. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Dougle. A. G. Spalding & Bros., New York City. (M)

Dover. Dover Shoe Co., Dover, N. H. (M)

Dover. Hood Rubber Co., Watertown, Mass. (M)

Doyle Shoe, The. Doyle Shoe Co., Brockton, Mass. (M)

Drake (Men's). Carson, Pirie, Scott & Co., Chicago, Ill. (R)

Dreadnaught. Melville Shoe Corp., New York City (R)

Drew Arch Rest Shoe. The Irving Drew Co., Portsmouth, Ohio (M)

Drew Beau-T-Ease. The Irving Drew Co., Portsmouth, O. (M)

Drew Shoe, The. The Irving Drew Co., Portsmouth, Ohio. (M)

Dribbler. The B. F. Goodrich Co., Akron, Ohio. (M)

Drifut. The Abbott Co., Yarmouth, Me. (M)

Driver. Endicott-Johnson Corp., Endicott, N. Y. (M)

Driver. The B. F. Goodrich Co., Akron, Ohio. (M)

Drivers. Phillips-Baker Rubber Co., Providence, R. I. (M)

Drommie. A. G. Spalding & Bros., New York City (M)

Dryflex. The Excelsior Shoe Co., Portsmouth, Ohio (M)

Dry Shod Brand. Firestone Footwear Co., Boston, Mass. (M)

D & T. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Duane Shoe Par Excellence, The. Duane Shoe Co., New York City (M)

Du Belle Shoe, The. Duane Shoe Co., New York City (M)

Dub-L-Wear Kromeid. The A. & H. Mfg. Co., Delaware, Ohio (M)

DuBarry. Applebaum Mautner Co., Champaign, Ill.

Du Bois. The B. F. Goodrich Co., Akron, Ohio (M)

Duchess. United States Shoe Co., Cincinnati, Ohio (M)

Duchess. Morse & Rogers, New York City. (W)

Ducton. Hood Rubber Co., Watertown, Mass. (M)

Dudcliff. Cushman Co., Chicago, Ill. (W)

Dude Ranch Camp-Mocs. The Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Duluth. The B. F. Goodrich Co., Akron, Ohio (M)

Duluth. Hood Rubber Co., Watertown, Mass. (M)

Dundee. Cambridge Rubber Co., Cambridge, Mass. (M)

Dun Deer (Sandals). Dun Deer Sandals, Inc., Auburn, N. Y. (M)

Dunlap. Clinton Shoe Mfg. Co., Clinton, Iowa (M)

Dunlap Doctor. Clinton Shoe Mfg. Co., Clinton, Iowa (M)

TRADE NAMES and BRANDS of SHOES

Duo Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Duo Flex. P. Hagerty Shoe Co., Washington, Ohio (M)

Duotype—Tap Dancing Slippers. S. Capezio, New York City (M)

Durastule. Geo. W. Greber Shoe Co., Cleveland, Ohio (W)

Duro Tan. Forester Shoe Mfg. Co., Seattle, Wash. (M)

Dutch Lonberg "Basket Ball Shoe." The Servus Rubber Co., Rock Island, Ill. (M)

Dynamic Style Shoes. Wm. Hahn & Co., Washington, D. C. (R)

E

Eady-Bilt. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Eagle. The B. F. Goodrich Co., Akron, Ohio (M)

Eagle Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ease. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ease. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Easee-Flex Arch-Support Shoe. Durand Shoe Co., Richmond, Me. (M)

Ease-Tread Arch Support. Durand Shoe Co., Richmond, Me. (M)

Easiephit. Abbott Shoe Co., North Reading, Mass. (M)

Eastwood Play Shoe. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Eastwood Sandal. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Flex. Central Shoe Co., St. Louis, Mo. (M)

Easy Going Kidskin. J. W. Carter Co., Nashville, Tenn. (M)

Easy Joint. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Easy Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Easy Steps. Frank M. Larrabee, Portland, Me. (W)

Easy-Walk. Smith & Herrick Co., Albany, N. Y.

Easy Walk (Arch Shoes for Women). Anwelt Shoe Mfg. Co., Athol, Mass. (M)

Easy Walker. H. J. Justin & Sons, Inc., Fort Worth, Tex. (M)

Eaton. Chas. A. Eaton Co., Brockton, Mass. (M)

Eason Two Buckle Over. The Servus Rubber Co., Rock Island, Ill. (M)

Ebner Shoe, The. Ebner Shoe Co., Milwaukee, Wis. (M)

Ebner Stylish Arch for Women. Ebner Shoe Co., Milwaukee, Wis. (M)

"E. B." Shoes. Service Shoe Mfg. Co., East Berlin, Pa. (M)

Eby Service. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Eby Shoes. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Eclipse. Thos. S. Childs, Inc., Holyoke, Mass. (R)

Econo. Econo Shoe Mfg. Co., Houghton, Mich. (M)

Ec-O-Nom-Ics. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Economy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Economy. Goodwill Shoe Co., Holliston, Mass. (M)

Economy. Kambach & Kettman, Inc., Davenport, Iowa (W)

Economy. Tyer Rubber Co., Andover, Mass. (M)

Economy Value. Central Shoe Co., St. Louis, Mo. (M)

E. C. Skuffer. Engle-Cone Shoe Co., East Boston, Mass. (M)

E. C. Ventilated. Engle Cone Shoe Co., East Boston, Mass. (M)

Eden. Hood Rubber Co., Watertown, Mass. (M)

Edited Haberdashery Knickerbocker. Knickerbocker Men's Shops, Incorporated, New York, N. Y. (R)

Edmonds Foot Fitter. Allen Edmonds Shoe Co., Belgium, Wis. (M)

Educator. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Arch Elator. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Modish Stout. Goodyear Shoe Co., Carlisle, Pa. (M)

Educator Shoes. Educator Shoe Corp., New York, N. Y.

Edwards. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Edwards Built In Arch Support, The. Till Shoe Co., Oswego, N. Y. (M)

Edwards Penta-Pedic. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Edwin C. Burt. Cantilever Sales Corp., Brooklyn, N. Y. (M)

Edwin Clapp. Edwin Clapp & Son, Inc., East Weymouth, Mass. (M) See Inside Front Cover.

"Eeee." Newton Elkin Shoe Co., Philadelphia, Pa.

Ees-Arch Shoes for Men and Women. J. P. Smith Shoe Co., Chicago, Ill. (M)

E.E.T.Co. (monogram). E. E. Taylor Corp., Brockton, Mass. (M)

Eight Wide. Endicott-Johnson Corp., Endicott, N. Y. (M)

18 Carat. Peters Branch International Shoe Co., St. Louis, Mo. (M)

E. J. Ticker. Endicott-Johnson Corp., Endicott, N. Y. (M)

Elam. F. S. Elam Shoe Co., Inc., Rochester, N. Y. (M)

Elastic Step. Lane Bros. Co., Boston, Mass. (W)

Elasto. Brown Shoe Co., St. Louis, Mo. (M)

Eldorado. The B. F. Goodrich Co., Akron, Ohio (M)

Electra. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Elephant-Hide. Cambridge Rubber Co., Cambridge, Mass. (M)

Elfin Welt Shoes for Children. C. Gotzian & Co., St. Paul, Minn. (M)

Elizabeth. Cambridge Rubber Co., Cambridge, Mass. (M)

Elkins. Dunham Bros. Co., Brattleboro, Vt. (W)

Elkin's "Air Tight Fit" Pumps. Newton Elkin Shoe Co., Philadelphia, Pa.

Elk-King. C. F. Bows Shoe Co., Brockton, Mass.

Ella. Cambridge Rubber Co., Cambridge, Mass. (M)

Emerald Kid. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Emerson Shoe-Honest All Through. Emerson Shoe Mfg. Co., Rockland, Mass. (M)

Emerson Shoe, The. R. P. Hazzard Co., Gardiner, Me. (M)

Emperor. Hood Rubber Co., Watertown, Mass. (M)

The Empire Com-Fit Shoe. The Empire Shoe Corp., New York, N. Y.

Empress. Hood Rubber Co., Watertown, Mass. (M)

Empress, The. Krippendorf-Dittman Co., Cincinnati, O. (M)

Endicott. Endicott-Johnson Corp., Endicott, N. Y. (M)

Endicott Happy Dan Johnson. Endicott Johnson Corp., Endicott, N. Y. (M)

Endurance. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

Endurance. Endicott-Johnson Corp., Endicott, N. Y. (M)

Endwell. Endicott-Johnson Corp., Endicott, N. Y. (M)

Energy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Engineer. Goodwill Shoe Co., Holliston, Mass. (M)

Engineers' Imperial. W. C. Russell Moccasin Co., Berlin, Wis. (M)

English Custom. Endicott-Johnson Corp., Endicott, N. Y. (M)

En-Joie Fashion Shoes. Endicott-Johnson Corp., Endicott, N. Y. (M)

En-Joie Health Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Enna Jettick. Dunn & McCarthy, Auburn, N. Y. (M)

Enna Jettick. Enna Jettick Shoes, Inc., Auburn, N. Y. (M)

Ennyshu. Converse Rubber Shoe Co., Malden, Mass. (M)

En Route. Best & Co., Inc., New York, N. Y.

Equipoise. C. B. Slater Co., South Braintree, Mass. (M)

Equipoise Arch. C. B. Slater Co., South Braintree, Mass. (M)

Equity. Endicott-Johnson Corp., Endicott, N. Y. (M)

Erie. Hood Rubber Co., Watertown, Mass. (M)

E S. The Selby Shoe Co., Portsmouth, Ohio. (M)

Esco Shoes. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Esko. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Ess Ell Co. Brand. Sam Levy & Co., Nashville, Tenn. (W)

Essex. Hood Rubber Co., Watertown, Mass. (M)

Eton. Hood Rubber Co., Watertown, Mass. (M)

Etonic. Chas. A. Eaton Co., Brockton, Mass. (M)

Euclid. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Eureka. Endicott-Johnson Corp., Endicott, N. Y. (M)

European. Hood Rubber Co., Watertown, Mass. (M)

Evangeline. A. H. Berry Shoe Corp., Portland, Me. (M)

Evangeline Arch Support. A. H. Berry Shoe Corp., Portland, Me. (M)

Evans-Standard. L. B. Evans' Son Co., Wakefield, Mass. (M)

Even Tred. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)

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Branch
INTERNATIONAL SHOE CO.
St. Louis

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"FIRESIDE PALS"
"RADIO-TYME"
EVANS-STANDARD

L. B. EVANS' SON CO.
WAKEFIELD, MASS.

TRADE NAMES and BRANDS of SHOES

Ever Comfort. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Eveready. Cambridge Rubber Co., Cambridge, Mass. (M)

Everease. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Everlasting. A. W. Tedcastle Co., Boston, Mass. (W)

Everrite. E. E. Taylor Corp., Boston, Mass. (M)

Ever Rite O SO (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Everyboy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Everyday. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Everyman. Brown Shoe Co., St. Louis, Mo. (M)

Every One A Winner. Fashion Shoe Co., St. Louis, Mo. (W)

Evest Process. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Excel. Converse Rubber Shoe Co., Malden, Mass. (M)

Excel. Hood Rubber Co., Watertown, Mass. (M)

Excellent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Excelsior Medal Shoe for Boys, The. The Excelsior Shoe Co., Portsmouth, Ohio. (M)

Exel-Kaf. Cambridge Rubber Co., Cambridge, Mass. (M)

ExersizeR. Eliot W. Remick, Boston, Mass. (R)

Exeter. Hood Rubber Co., Watertown, Mass. (M)

Expert Made. Nath'l Fisher & Co., New York City. (W)

Expressman. Goodwill Shoe Co., Holliston, Mass. (M)

Extralyte. Hood Rubber Co., Watertown, Mass. (M)

Extra Quality Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

Extra Wide. Endicott-Johnson Corp., Endicott, N. Y. (M)

Eye Openers. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

E. Z. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M)

Eyechair. National Bellas Hess Co., Inc., New York City, N. Y.

Exfoot. Nath'l Fisher & Co., New York City. (W)

F

F—The Mark of Quality. Firestone Footwear Co., Boston, Mass. (M)

Factor. The B. F. Goodrich Co., Akron, Ohio. (M)

Fair. Hood Rubber Co., Inc., Watertown, Mass. (M)

Faire Mode. Greene Anthony & Co., Providence, R. I. (W)

Fairfax. Hood Rubber Co., Watertown, Mass. (M)

Fairfield. Cambridge Rubber Co., Cambridge, Mass. (M)

Fairfield. H. C. Godman Co., Columbus, Ohio. (M)

Fair Flex. Fair Sex Shoe Co., Lynn, Mass. (M)

Fairmont. Hood Rubber Co., Watertown, Mass. (M)

Fair Play. Levy Shoe Co., Montgomery, Ala. (W)

Fair Play. Brown Shoe Co., St. Louis, Mo. (M)

Fair Play. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fair-Play. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Fairway. Hood Rubber Co., Watertown, Mass. (M)

Fairway. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Fairy. Dunham Bros. Co., Brattleboro, Vt. (W)

Fairy. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Fairy Airy Line. Gorevitz & McNamara Shoe Co., Haverhill, Mass. (M)

Fairy Princess. Dunham Bros. Co., Brattleboro, Vt. (W)

Faithful Four. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Famous Eight. May Department Stores Co., St. Louis, Mo. (R)

Famous Five. Freeman Shoe Corp., Beloit, Wis. (M)

Famous Five. Jarman Shoe Co., Nashville, Tenn. (M)

Famous Four. Dunham Bros. Co., Brattleboro, Vt. (W)

Fan. Hood Rubber Co., Inc., Watertown, Mass. (M)

Fan Tan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fargo. The B. F. Goodrich Co., Akron, Ohio. (M)

Fargo for Boys. Great Western Shoe Co., Portage, Wis. (M)

Fargo for Men. Great Western Shoe Co., Portage, Wis. (M)

Fargo Four. Great Western Shoe Co., Portage, Wis. (M)

Farm King. Hood Rubber Co., Watertown, Mass. (M)

Farmer. Goodwill Shoe Co., Holliston, Mass. (M)

Farmers Over. Hood Rubber Co., Watertown, Mass. (M)

Farm-Pac. Hood Rubber Co., Watertown, Mass. (M)

Farm Relief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Farmshu. Hood Rubber Co., Watertown, Mass.

Fash-En-Fit. The H. C. Godman Co., Columbus, Ohio. (M)

Fashionable Stouts—"Ask the Woman Who Wears Them." Star Shoe Mfg. Co., Boston, Mass. (M)

Fashion-Arch. Sherwood Shoe Co., Rochester, N. Y. (M)

Fashion-Builders. Freeman Shoe Corp., Beloit, Wis. (M)

Fashion-Bilt. Fashion Bilt Shoe Co., Chicago, Ill. (M)

Fashion-Bilt Arch. Fashion-Bilt Shoe Co., Chicago, Ill. (M)

"Fashion Built" by Freeman. Freeman Shoe Corp., Beloit, Wis.

Fashion Club Shoe. Marion Shoe Co., Marion, Ind. (M)

Fashion Craft Footwear Trade Marked. United Novelty Shoe Co., Indianapolis, Ind. (W)

Fashion-Eze. Woldin's, Somerville, N. J. (R)

Fashionette. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Fashion Fair. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Fashion Five. Jarman Shoe Co., Nashville, Tenn. (M)

Fashion Footwear. Fashion Shoe Co., St. Louis, Mo. (W)

Fashion Four Shoes. J. W. Carter Co., Nashville, Tenn. (M)

Fashion Lane. Witherby-Kayser Shoe Co., Los Angeles, Cal.

Fashion Mode Women's Shoes. The Hecht Co., Washington, D. C. (R)

Fashion Phase. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Fashion Plate Shoe. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Fashion Plate Evest. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Fashion Plate Celeste. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Fashion Shoes. S. Friedman & Son, Boston, Mass. (W)

Fashion Shoe. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Fashionable Stouts. Abraham Shocket, Brookline, Mass.

Fashion Stouts. H. Brandt & Sons, Chicago, Ill. (W)

Fashion Welds. Dunn & McCarthy, Inc., Auburn, N. Y.

Fashions Favored Footwear. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Fast Tread. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fat Baby. Richard, White & Co., Inc., Philadelphia, Pa. (M)

Faultless Five. Baker's Shoe Store, Brockton, Mass. (R)

Favoret. Hood Rubber Company, Watertown, Mass. (M)

Favorite. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

"F. B. Best Made" Shoes. Freed Bros., Richlandtown, Pa. (M)

Fearless. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fearnaught. Dunham Bros. Co., Brattleboro, Vt. (W)

Feather Lite. Craddock Terry Co., Lynchburg, Va. (M)

"Feather-Lite" Line. Zubick Shoe Co., Nashua, N. H. (M)

Feather Tread. Herold Shoe Co., San Jose, Calif. (R)

Featherwate. Hood Rubber Co., Watertown, Mass. (M)

Featherweight. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Featherweight Arch Shoe—Hand Turn. Central Shoe Co., St. Louis, Mo. (M)

Federal. Cambridge Rubber Co., Cambridge, Mass.

Fellowcraft. Churchill & Alden Co., Campello, Mass. (M)

Feltshu. Hood Rubber Co., Watertown, Mass. (M)

Fenway. Hood Rubber Co., Watertown, Mass. (M)

Fergie. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Fergus. The B. F. Goodrich Co., Akron, Ohio. (M)

Fernco-Quality. Fern Shoe Co., Inc., Newburyport, Mass. (M)

Ferncroft. Fern & Poor Co., Inc., Newburyport, Mass. (M)

Ferndale. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Fether-Wate. Carlisle Shoe Co., Carlisle, Pa. (M)

Fetherwelt. Watson Shoes, Inc., Stoughton, Mass. (M)

F-G. The Feder-Gregg Shoe Co., Cincinnati, Ohio. (M)

Fiddle Shank. Frank Parlante & Sons, New York City. (M)

Fidelity. Lane Bros. Co., Boston, Mass. (W)

Field Bros. The Field Bros. Shoe Co., Inc., East Bridgewater, Mass. (M)

Field Bros. Shoe—Brockton Made, The. Field Bros. Shoe Co., Inc., East Bridgewater, Mass. (M)

Field Hockey. Hood Rubber Co., Watertown, Mass. (M)

Field Shoe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Fifth Avenue Shoe, The. Meltzer Bros., Inc., Philadelphia, Pa. (W)

Fighter. H. J. Justin & Sons, Inc., Fort Worth, Texas. (M)

Fighting Five. Cambridge Rubber Co., Cambridge, Mass. (M)

Figure of A Man Stepping Over A Man's Shoe, The. Geo. E. Keith Co., Brockton, Mass. (M)

Figure of A Woman Stepping Over A Women's Shoe. Geo. E. Keith Co., Brockton, Mass. (M)

Figure of Fox With Quality Shield. F. J. Fox Co., Inc., Rochester, N. Y. (M)

Finalist. Cambridge Rubber Co., Cambridge, Mass. (M)

Finest Shoe $10 Ever Bought. A. E. Nettleton Co., Syracuse, N. Y. (M)

Fire-Fighter. The B. F. Goodrich Co., Akron, Ohio. (M)

Fireproof Molders. Goodwill Shoe Co., Holliston, Mass. (M)

Fireside Companion. Durand Shoe Co., Richmond, Me. (M)

Fireside Pals. L. B. Evans' Son Co., Wakefield, Mass. (M)

Fire-Sides. Tendick Shoe Mfg. Co., Milwaukee, Wis. (M)

TRADE NAMES and BRANDS of SHOES

Firestone Alaskas. Firestone Footwear Co., Boston, Mass. (M)

Firestone Apsley. Firestone Footwear Co., Boston, Mass. (M)

Firestone Brand. Firestone Footwear Co., Boston, Mass. (M)

Firestone Brogans. Firestone Footwear Co., Boston, Mass. (M)

Firestone Chieftain. Firestone Footwear Co., Boston, Mass. (M)

Firestone Deb. Firestone Footwear Co., Boston, Mass. (M)

Firestone Deliverers. Firestone Footwear Co., Boston, Mass. (M)

Firestone Erie. Firestone Footwear Co., Boston, Mass. (M)

Firestone Farmster. Firestone Footwear Co., Boston, Mass. (M)

Firestone Forester. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hercules. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hipac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hi Slide. Firestone Footwear Co., Boston, Mass. (M)

Firestone Hi-Lo Slide. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lo Slide. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lita Gaiter. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lumberman's Overs. Firestone Footwear Co., Boston, Mass. (M)

Firestone Lopac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Minepac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Multifit. Firestone Footwear Co., Boston, Mass. (M)

Firestone Oregons. Firestone Footwear Co., Boston, Mass. (M)

Firestone "Pacific" Boots. Firestone Footwear Co., Boston, Mass. (M)

Firestone Perfection. Firestone Footwear Co., Boston, Mass. (M)

Firestone Rancher. Firestone Footwear Co., Boston, Mass. (M)

Firestone Ritz. Firestone Footwear Co., Boston, Mass. (M)

Firestone Ritz Imperial. Firestone Footwear Co., Boston, Mass. (M)

Firestone Sportpac. Firestone Footwear Co., Boston, Mass. (M)

Firestone Sportpac, Jr. Firestone Footwear Co., Boston, Mass. (M)

Firestone Titan. Firestone Footwear Co., Boston, Mass. (M)

Firm Arch. Melville Shoe Corp., New York, N. Y.

First Aid. Fern & Poor Co., Inc., Newburyport, Mass. (M)

First-Aid. Devine & Yungel Shoe Mfg. Co., Harrisburg, Pa. (M)

First Walk Flexibles. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Fish Have No Foot Ills Nor Have Rival Wearers. Melville Shoe Corp., New York City. (R)

Fit-All. The B. F. Goodrich Co., Akron, Ohio. (M)

Fit-an-Ease (Women's). Nebraska Clothing Co., Omaha, Neb. (R)

Fitoes. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Fitrite. The Hecht Co., Washington, D. C., (R)

Fitsem. Converse Rubber Shoe Co., Malden, Mass. (M)

Fits the Arch. The Julian and Kokenge Co., Cincinnati, Ohio. (M)

"Fitted Arch" Brand-Men's Calf Skin Oxfords. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Fitting First. Melville Shoe Corp., New York City. (R)

Fitzezy. Dunham Bros. Co., Brattleboro, Vt. (W)

Fitzu Arch Support. A. H. Berry Shoe Corp., Portland, Me. (M)

Five $ Bill. Knipe Bros. Inc., Ward Hill, Mass. (M)

Five Spot. Craddock-Terry Co., Lynchburg, Va. (M)

Five Toe. Endicott Johnson Corp., Endicott, N. Y. (M)

Flame Proof Molders. Goodwill Shoe Co., Holliston, Mass. (M)

Flapper. Cambridge Rubber Co., Cambridge, Mass. (M)

Flapperette Shoes. Morris Shoe Co., New York City.

Flash. Cambridge Rubber Co., Cambridge, Mass. (M)

Flash Dye. Jefferson Import Co., Inc., New York City (W)

Flashlite. Endicott Johnson Corp., Endicott, N. Y. (M)

Flat River. Hood Rubber Co., Inc., Watertown, Mass. (M)

Flecto Shoe. Julius Berkowitz, New Bedford, Mass. (W)

Fleet. The B. F. Goodrich Co., Akron, Ohio. (M)

Fleet Foot. Holland Shoe Co., Holland, Mich. (M)

Fleetfoot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Fleshy Foot Fitter. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Flex-Eze. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Flex-Eze—Health Protector. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Flex-Eze. Richard White & Co., Inc., Philadelphia, Pa. (M)

Flexies. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Flexo-Selco. The Selby Shoe Co., Portsmouth, Ohio. (M)

Flex-Foot Shoes for Children. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Flexi-i-arch (Men's). C. W. Shoe Co., Chicago, Ill. (W)

Flexibilt. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Flexible Arch. Buckley Shoe Co., Inc., Houston, Tex. (M)

Flexible Comfort Dr. Frenz Health Shoe. Finkovitch Levine Shoe Co., Boston, Mass.

Flexible Cushion Comfort. Durant Shoe Co., Richmond, Me. (M)

Flexible Cushion Comfort Arch Support. Durant Shoe Co., Richmond, Me. (M)

Flexible Fitted Arch. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Flexible Flex-i-Tread. E. E. Taylor Corp., Boston, Mass. (M)

Flexible Gym Shoe. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Flexible Hand Turned. Norridgewock Shoe Co., Inc. Norridgewock, Me. (M)

Flexible Process (Women's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Flexible Rigid Health Arch. Brown Shoe Co., St. Louis, Mo. (M)

Flexible-Tread. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Flexies. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Flexipac. Hood Rubber Co., Watertown, Mass. (M)

Flexi-Tread. E. E. Taylor Corp., Boston, Mass. (M)

Flexlite. Converse Rubber Shoe Co., Malden, Mass. (M)

Flexity Process. Thos. G. Plant Corp., Boston, Mass. (M)

Flex-Mode. Krippendorf Dittmann Co., Cincinnati, Ohio. (M)

Flexoak. C. G. Fleckenstein Co., Muskegon, Mich.

Flex-o-Lite. Smith & Herrick Co., Albany, N. Y. (W)

Flexon. Hood Rubber Co., Inc., Watertown, Mass. (M)

Flexover. Hood Rubber Co., Watertown, Mass. (M)

Flex-O-Welts. Thoman Shoe Co., Inc., Columbus, Ohio. (M)

Flexridge Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M)

Flexrite. The United States Shoe Co., Cincinnati, Ohio. (M)

Flex Shank. The United States Shoe Co., Cincinnati, Ohio. (M)

Flexsole. Endicott Johnson Corp., Endicott, N. Y. (M)

Flexwood. Hood Rubber Co., Inc., Watertown, Mass. (M)

Fli Hi. Phillips Baker Rubber Co., Providence, R. I. (M)

Flintstone. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Floradora. Keystone Shoe Mfg. Co., Kutztown, Pa. (M)

Florsheim Shoe, The, with Feeture Arch. Florsheim Shoe Co., Chicago, Ill. (M)

Florsheim Shoe, The—With Ped Pli Process. The Florsheim Shoe Co., Chicago, Ill. (M)

Florsheim Shoe, The. For the Man Who Cares. The Florsheim Shoe Co., Chicago, Ill. (M)

Florsheim Shoe, The. For the Woman Who Cares. The Florsheim Shoe Co., Chicago, Ill. (M)

Florsheim Shoe, The—Florette for Women. The Florsheim Shoe Co., Chicago, Ill. (M)

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(LITTLEWAYS)

BLUE RIBBON SHOEMAKERS, INC.

ST. LOUIS, MO.

Brands of

Established Quality

Pillofut

Classmate

Black Hawk

Active Maid

Arch-Controller

IDEAL SHOE MFG. CO.

Milwaukee, Wis.

TRADE NAMES and BRANDS of SHOES

Floyd. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Flyer. Endicott-Johnson Corp., Endicott, N. Y. (M)

Flyer. Hood Rubber Co., Watertown, Mass. (M)

Flying Ace Shoes. Phyllis Shoe Co., Lowell, Mass. (M)

Flying Fools, Secret Order. Holland Shoe Co., Holland, Mich. (M)

Fellow Through. Levy Shoe Co., Montgomery, Ala. (W)

Foot-Aid. Standard Shoemaking Co., Boston, Mass. (M)

Foot Balance Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Foot Breezers. Brown Shoe Co., St. Louis, Mo. (M)

Foot Bridge Shoe. The Menihan Co., Rochester, N. Y. (M)

Foot-Builder. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Foot Charms. Brown Shoe Co., St. Louis, Mo. (M)

Foot Comfort. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Foot Cooler. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Foot-Craft. Manning Shoe Stores, Meriden, Conn. (R)

Foot Culture. Roberts Johnson & Rand Branch, International Shoe Co., St. Louis, Mo. (M)

Foot Darlings. Sherwood Shoe Co., Rochester, N. Y. (M)

Foot Delight. Bancroft Walker Co., Boston, Mass. (M)

Foot Developer. Glaser Shoe Co., San Francisco, Cal. (W)

Foot Doctor. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Footer. Hood Rubber Co., Watertown, Mass. (M)

Foot-Fashion. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Foot Fitters. Allen-Edmonds Shoe Corp., Belgium, Wis. (M)

Foot Friend. Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot-Friend. Shoes for Men. Lape & Adler Co., Columbus, Ohio. (M)

Foot Friends—Shoes for Men. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Footgluv. (Fullman Slippers). Swan Shoe Co., Inc., Baltimore, Md. (M)

Foot Health. W. H. Lampe Shoe Co., St. Louis, Mo. (M)

Foot Hills. Hill Bros. Co., Hudson, Mass. (M)

Foot Insurance for the Future. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot-Joy—The Shoe That's Different. Field & Flint Co., Brockton, Mass. (M)

Foot Kare. H. Malkin's Sons, New York City. (W)

Foot-King. Field Bros. & Gross Co., Auburn, Me. (M)

Foot Knead Comfort in Every Step. Petol Shoe Co., New York City, N. Y.

Footline. Sears, Roebuck & Co., Chicago, Ill. (R)

Foot-Lite Ballets. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Foot Model. Men's Shoes. The Hecht Co., Washington, D. C. (R)

Foot Model Shoes. Wiswell Everston Shoe Fg. Co., Cedar Grove, Wis.

Foot Mould. Betty Shoe Co., Brooklyn, N. Y. (M)

Foot Moulder. The H. C. Godman Co., Columbus, Ohio. (M)

Footographs. Allen Edmonds Shoe Co., Belgium, Wis. (M)

Footogs. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Foot Pals for Men—Pep Your Step. Wall-Streeter Shoe Co., No. Adams, Mass.

Foot Pleaser Shoe Correct Fashion Correct Fit. J. N. Adam & Co., Buffalo, N. Y.

Foot Preserver. Designed by Dr. Starr. Star Shoe Mfg. Co., Boston, Mass. (W)

Footprints. E. P. Reed & Co., Rochester, N. Y. (M)

Foot Protector Comfort Walker. Durand Shoe Co., Richmond, Me. (M)

Foot Releaf. The Whitney-Roth Shoe Co., Cleveland, Ohio. (M)

Foot Rest. Krippendorf-Dittmann Co., Cincinnati, Ohio.

Foot Rester. Milford Shoe Co., Milford, Mass. (M)

Foot Rest Shoe. That Comfortable Feeling. Xenia Shoe Mfg. Co., Xenia, Ohio. (M)

Foot Saver. Julian & Kokenge Co., Cincinnati, Ohio. (M)

Foot Savers—Shoes for Men. Commonwealth Shoe & Len. Co., Whitman, Mass. (M)

Foot Soother. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Foot Soothers. Marathon Shoe Co., Wausau, Wis. (M)

"Foot Sprite." Holmes Terhune Co., Lewiston, Me. (M)

Foot Sustainer. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Foot-Tonik. Clement & Ball Shoe Mfg. Co., Baltimore, Md. (M)

Footroom. Brown Shoe Co., St. Louis, Mo. (M)

Foot Science. Brown Shoe Co., St. Louis, Mo. (M)

Footwear Unsurpassed. Seymour Troy & Co., Brooklyn, N. Y. (M)

Forbush Cushion Sole. The Forbush Shoe Co., N. Grafton, Mass. (M)

Forbush Shoe, The. The Forbush Shoe Co., N. Grafton, Mass. (M)

"For Ease." Newton Elkin Shoe Co., Philadelphia, Pa.

Formolder. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

Foremost. Craddock-Terry Co., Lynchburg, Va. (M)

Forester. Forester Shoe Mfg. Co., Seattle, Wash. (M)

For Life's Springtime. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Formedic. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Former l'Arche. Shipley & Sons, Philadelphia, Pa. (M)

For the Rest of Your Days. Hurley Shoe Co., Rockland, Mass. (M)

For the Sidewalks of ———. The United States Shoe Co., Cincinnati, Ohio. (M)

For Those Who Care—Guaranteed to Wear. Margolin Shoe Co., Chicago, Ill. (M)

Fortified. Holland Shoe Co., Holland, Mich. (M)

Fortmason. Hood Rubber Co., Watertown, Mass. (M)

Fort Orange. Smith & Herrick Co., Albany, N. Y. (M)

Forward. Hood Rubber Co., Watertown, Mass. (M)

Four Square, The. E. B. Piekenbrock & Sons Co., Dubuque, Iowa. (M)

Four Square Footwear. Keehn Bros., Chicago, Ill. (W)

Foursome. Brown Shoe Co., St. Louis, Mo. (M)

Foursome. Cambridge Rubber Co., Cambridge, Mass. (M)

Four-Some. Freeman Shoe Corp., Beloit, Wis. (M)

Four-Wheeler. Central Shoe Co., St. Louis, Mo. (M)

Fox-Novelty-Footwear. M. Fox & Co., Philadelphia, Pa. (W)

Franc-O-Woven. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Franklin. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Franklin Shoes. Franklin Shoe Co., Boston, Mass. (W)

Franklin Five. Franklin Shoe Co., Boston, Mass. (W)

Franklin Four. Franklin Shoe Co., Boston, Mass. (W)

Franklin Fits the Foot. Franklin Shoe Co., Boston, Mass. (W)

Freedom. Endicott Johnson Corp., Endicott, N. Y. (M)

Freeman-Beddow. Freeman Shoe Corp., Beloit, Wis. (M)

Freeman. Freeman Shoe Corp., Beloit, Wis. (M)

Freeman Champion Four. Freeman Shoe Corp., Beloit, Wis. (M)

Freeman Famous Five. Freeman Shoe Corp., Beloit, Wis. (M)

Freeman Imperial Six. Freeman Shoe Corp., Beloit, Wis.

Fremont. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Free Play. Central Shoe Co., St. Louis, Mo. (M)

Freetoe. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Free Toe. Endicott Johnson Corp., Endicott, N. Y. (M)

Free-Tred. The Freeman Co., Philadelphia, Pa.

Free Walking. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Friar, The. Forbush Shoe Co., N. Grafton, Mass. (M)

Friedman Shelby. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Friendly. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly Five, The. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly Grip. Jarman Shoe Co., Nashville, Tenn. (M)

Friendly to the Feet. Farman Shoe Co., Nashville, Tenn. (M)

Frolic. Brown Shoe Co., St. Louis, Mo. (M)

F—The Mark of Quality. Firestone Footwear Co., Boston, Mass. (M)

Ful-O-Pep. Marathon Shoe Co., Wausau, Wis. (M)

Ful-Fitter. J. Duncff & Sons, Philadelphia, Pa. (M)

Fulton. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

G

Gaberdette. Cambridge Rubber Co., Cambridge, Mass. (M)

Gaco. Greene-Anthony & Co., Providence, R. I. (M)

Gameluck. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Game Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Gangster. Cambridge Rubber Co., Cambridge, Mass. (M)

Gardener. Goodwill Shoe Co., Holliston, Mass. (M)

Garageman. Goodwill Shoe Co., Holliston, Mass. (M)

Gardtoe Safety Shoes. Chippewa Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Garfield. Morse & Rogers, New York City. (W)

Garofalo Bros. Garofalo Bros. Shoe Co., Brooklyn, N. Y. (M)

Garrison. Endicott Johnson Corp., Endicott, N. Y. (M)

Gary. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Gaytees. The Tailored Overshoe. United States Rubber Co., New York City. (M)

Gee Whiz. Nath'l. Fisher & Co., New York City. (M & W)

Gem. Dunham Bros. Co., Brattleboro, Vt. (W)

Gem. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

General Montgomery—A Shoe That Commands Attention. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

General Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Genesee. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Genesee. Mocca Shoe Co., Rochester, N. Y. (M)

Genesee Arch. Wm. Eastwood & Son Co., Rochester, N. Y. (M)

Genuine Elk. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

TRADE NAMES and BRANDS of SHOES

Genuine Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Geneva. The B. F. Goodrich Co., Akron, Ohio. (M)

Geneva. Hood Rubber Co., Watertown, Mass. (M)

Genteel. Goodwill Shoe Co., Holliston, Mass. (M)

George F. Johnson. Endicott Johnson Corp., Endicott, N. Y. (M)

Georgianna. Lovell Shoe Co., Waterbury, Conn. (W)

Gerberich's Boy's Shoes. Gerberich-Payne Shoe Co., Mount Joy, Pa. (M)

Germania Health. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Germania Kid. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Geuting's Drifut. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Fleetfoot. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Frosh. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Joan and Tim Thrift Shoes. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Megafone. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Par-Moc. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Patrol Shoe. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Philly-Ty. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Runabouts (Sneakers). A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Shoor Tred Golfer. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Shoor-Tred Poise Control. A. H. Geuting Co., Philadelphia, Pa. (R)

Geuting's Town Group. A. H. Geuting Co., Philadelphia, Pa. (R)

Ghillie. Hood Rubber Co., Watertown, Mass. (M)

Giant Calf. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Giants. Cambridge Rubber Co., Cambridge, Mass. (M)

Gibraltar. Endicott Johnson Corp., Endicott, N. Y. (M)

Gibraltar. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Gibro Shoe, The. Given Bros. Shoe Co., El Paso, Tex. (W)

Gilda. The B. F. Goodrich Co., Akron, Ohio. (M)

Gilt Edge Boot. Converse Rubber Shoe Co., Malden, Mass. (M)

Girl Graduate. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Girls Club. Endicott Johnson Corp., Endicott, N. Y. (M)

Girl's Friend. Endicott-Johnson Corp., Endicott, N. Y. (M)

Given Bros. Triple Arch. Given Bros. Shoe Co., El Paso, Tex. (W)

Glacier. Endicott Johnson Corp., Endicott, N. Y. (M)

Gladiator. R. Rosenberg & Sons, Inc., New Orleans, La. (M)

Gladmore Play Shoe. Jno. J. Schulten & Co., Louisville, Ky. (W)

Glasgow. Hood Rubber Co., Watertown, Mass. (M)

Glass Worker. Endicott Johnson Corp., Endicott, N. Y. (M)

Glencoe. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Glendale. Hood Rubber Co., Inc., Watertown, Mass. (M)

Glendale. The Julian & Kokange Co., Cincinnati, Ohio. (M)

Glendeen. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Gleneagles. Hood Rubber Co., Watertown, Mass. (M)

Glen Echo. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Glengairn. Cambridge Rubber Co., Cambridge, Mass. (M)

Glenwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Globe Trotter. Endicott Johnson Corp., Endicott, N. Y. (M)

Gloria Gay. Arthur G. Quimby Co., Brockton, Mass. (M)

Gloria Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Glorified Footwear. Nath'l. Fisher & Co., New York City. (M & W)

Glove Fitting Shoe, The. P. Surad, Cleveland, Ohio. (R)

Glove Grip. M. N. Arnold Shoe Co., No. Abington, Mass. (M)

Glove Kid. J. W. Carter Co., Nashville, Tenn. (M)

Goblin. Saucony Shoe Mfg. Co., Inc., Kutztown, Pa. (M)

Goding Shoe, The. The Golding Shoe Co., Faris, Ill. (M)

Godman. H. C. Godman Co., Columbus, Ohio. (M)

Go-Getter. Endicott Johnson Corp., Endicott, N. Y. (M)

Gold Bond. A. G. Walton & Co., Inc., Chelsea, Mass. (M)

Gold Bond Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Goldcoast. L. Klein, Inc., Chicago, Ill. **Darex.** (for soles, counters, toes, etc.). Dewey & Almy Chemical Co., North Cambridge, Mass.

Golden Eagle. Cambridge Rubber Co., Cambridge, Mass. (M)

Golden Oak. Endicott Johnson Corp., Endicott, N. Y. (M)

Golden Sporting Shoe. Golden Sporting Shoe Co., Brockton, Mass. (M)

Gold Seal. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Gold Seal. Cohen Adler Shoe Co., Baltimore, Md. (W)

Gold Seal. The Goodyear Rubber Co., Middletown, Conn. (M)

Goldseal Barefoot Sandals. Gold Seal Slipper Co., New York City. (M)

Gold Smith. The P. Goldsmith Sons Co., Cincinnati, Ohio. (M)

Gold Standard. Brown Shoe Co., St. Louis, Mo. (M)

Gold Star. Frank M. Larrabee, Portland, Me. (W)

Gold Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Gold Tip Shoes. Keehn Brothers, Chicago, Ill. (W)

Golf. Endicott Johnson Corp., Endicott, N. Y. (M)

Golfmox. Berkshire Footwear Corp., Holliston, Mass. (M)

Golf Oxford. The Servus Rubber Co., Rock Island, Ill. (M)

Golfshu. Hood Rubber Co., Watertown, Mass. (M)

Good As Gold Brand. The Big K Shoe Co., Cincinnati, Ohio. (M)

Good Feeler. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Good for Bad Boys Shoes. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Goodrich. Bradley Goodrich Co., Inc., Haverhill, Mass. (M)

Goodrich. The B. F. Goodrich Co., Akron, Ohio. (M)

Good Service. Central Shoe Co., St. Louis, Mo. (M)

Good Service. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Good Value. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Good Value. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Good Wear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Goodwill Shoes. Goodwill Shoe Co., Holliston, Mass. (M)

Goodwork. Endicott Johnson Corp., Endicott, N. Y. (M)

Goodyear Black Diamond. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Blue Diamond. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Diamond Quality. Phillips-Baker Rubber Co., Providence, R. I. (M)

Goodyear Glove. United States Rubber Co., New York City. (M)

Gordian. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Gorham. Hood Rubber Co., Watertown, Mass. (M)

Gorilla. H. H. Brown Shoe Co., Inc., North Brookfield, Mass. (M)

Gorsuch Surgical. G. H. Gorsuch & Sons, Baltimore, Md. (M)

Go-Ru-Co. The B. F. Goodrich Co., Akron, Ohio. (M)

Gosling. G. F. Gosselin & Son, St. Paul, Minn. (M)

Gosling's First Step Shoes (Wigwam with a Sole). G. F. Gosselin & Sons, St. Paul, Minn. (M)

Gotzian Juniors. C. Gotzian & Co., St. Paul, Minn. (M)

Governor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Go-Well. Fargo Hallowell Shoe Co., Chicago, Ill. (M)

Grace Foote. Melville Shoe Corp., New York City. (R)

Graceful. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Graduate. Endicott-Johnson Corp., Endicott, N. Y. (M)

Graduate Nurse. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Gra-Elk. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Graham. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Graman. Hood Rubber Co., Watertown, Mass. (M)

Grammar School Shoes. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Granada. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Granby. Hood Rubber Co., Watertown, Mass. (M)

Grand Bank. Hood Rubber Co., Watertown, Mass. (M)

SNUG HEEL Foot Friend LIGHT ON YOUR FEET REG. U.S. PAT. OFF.
Meadowbrook
REG. U. S. PAT. OFF.
THE LAPE & ADLER CO., Columbus, Ohio

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AAA to G
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AAAA to EEE
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CHILDREN'S
full size runs from babies up to growing girls.
$2.25 to $4.00
VITALITY SHOE COMPANY
Branch of International Shoe Co.—St. Louis, Mo.

TRADE NAMES and BRANDS of SHOES

Grand Central. Central Shoe Co., St. Louis, Mo. (M)

Granite. Goodwill Shoe Co., Holliston, Mass. (M)

Granite Rock. Morse & Rogers, New York Branch International Shoe Co., New York City. (W)

Grant Flexated Shoe for Men, The. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Grant Shoe, The. The Deco Export Co., Inc., New York City. (W)

Graskort. Hood Rubber Co., Watertown, Mass. (M)

Greatest. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Great Scott. Doerman Shoe Mfg. Co., South Milwaukee, Wis. (M)

Great Western. Endicott-Johnson Corp., Endicott, N. Y. (M)

Gre-Bear. Geo. W. Greber Shoe Co., Cleveland, Ohio. (W)

Greeley's Quality Slipper. A. W. Greeley, Haverhill, Mass. (M)

Greenflex. Green Shoe Mfg. Co., Boston, Mass. (M)

Greenland Brand. Advance Wool Skin Shoe Co., Chicago, Ill. (M)

Green Monogram. Philip Schneider Shoe Co., Allentown, Pa. (M)

Grenada Beautiful Shoes. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Greatest. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

Gretna. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Greybird. Cambridge Rubber Co., Cambridge, Mass. (M)

Greygull. Cambridge, Mass. (M)

Greyhound. Hood Rubber Co., Watertown, Mass. (M)

Greylark. Cambridge Rubber Co., Cambridge, Mass. (M)

Grid Iron. Cambridge Rubber Co., Cambridge, Mass. (M)

Gripsem Arch. Hurley Shoe Co., Rockland, Mass. (M)

Gripsem G/A Arch Shoe—A Cradle For The Foot. Hurley Shoe Co., Rockland, Mass. (M)

"Grip Sure" Canvas Footwear. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Grit. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Grizzly. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Grizzly Shoe, The—"A Bear for Wear." Brilliant Bros. Co., Boston, Mass. (W)

Gro-Rite. The J. Newton Seitz Shoe Co., Baltimore, Md. (M)

Grorites. Weitzman Shoe Co., Newark, N. J. (W)

Gro-Shoes. Macy's, New York, N. Y. (R)

Gross-No Nail. Field Bros. & Gross Co., Auburn, Me. (M)

Groton Shoe. Linscott-Tyler-Wilson Co., Boston, Mass. (M)

Groton Special. Linscott-Tyler-Wilson Co., Boston, Mass. (M)

Ground Gripper, The Corrective. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Ground Gripper, Modified. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Grover. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Fashion Shoes. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Foot Arch Shoe. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Lady Constance Comfort Shoe. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Lyte Arch. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Nature's Way Shoe. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Soft Shoes for Tender Feet. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Grover Three-Point Shoe. J. J. Grover's Shoe Co., Stoneham, Mass. (M)

Growing Queen. Thos. G. Plant Corp., Boston, Mass. (M)

Grow Right. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Guard. Hood Rubber Co., Watertown, Mass. (M)

Guardsman. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Guaranteed Solid 100% Leather. Platell Shoe Co., New York, N. Y. (W)

Guide King. Hood Rubber Co., Watertown, Mass. (M)

Guild. The Footwear Guild, Inc., New York, N. Y.

Guild Footwear. The Footwear Guild, Inc., New York, N. Y.

Gumbo. Converse Rubber Shoe Co., Malden, Mass. (M)

Gunner. Converse Rubber Shoe Co., Malden, Mass. (M)

Gusher. Endicott-Johnson Corp., Endicott, N. Y. (M)

Guy's Smart Shoes. The J. K. Orr Shoe Co., Atlanta, Ga. (M)

Gym. The B. F. Goodrich Co., Akron, Ohio. (M)

Gymnast. Cambridge Rubber Co., Cambridge, Mass. (M)

Gymshu. Hood Rubber Co., Watertown, Mass. (M)

Gypsy. Converse Rubber Shoe Co., Malden, Mass. (M)

Gypsy. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

H

H. Holland Shoe Co., Holland, Mich. (M)

Hagerstown. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Hahn Special. William Hahn & Co., Washington, D. C.

Halco Brand. Hagerstown Shoe & Legging Co., Hagerstown, Md.

Hamilton. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hamilton-Brown $5 and $6 Arch Support. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hammond Shoe. Adams & Co., Hammond, La. (M)

Hampton. Cambridge Rubber Co., Cambridge, Mass. (M)

Hampton. Hood Rubber Co., Watertown, Mass. (M)

Hanan. Hanan & Son, Brooklyn, N. Y. (M)

Hanapeds. W. D. Hannah Shoe Co., Newburyport, Mass. (M)

Hanover. Hood Rubber Co., Watertown, Mass. (M)

Hanover Shoe, The. Sheppard & Myers, Inc., Hanover, Pa. (M)

Happiness Shoes. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Happy-Arch. Lape & Adler Co., Columbus, Ohio. (M)

Happy Boy. Powell & Campbell, New York City. (M & W)

Happy Dan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Happy Days. Charles Meis Shoe Co., Cincinnati, Ohio. (W)

Happy Juniors. Degner Shoe Mfg. Co., Milwaukee, Wis. (M)

Happy Kiddie. Nath'l Fisher & Co., New York City. (W)

Happy Soles. The Pilot Shoe Co., Baltimore, Md. (W)

Hapytoz. W. C. Goodger, Rochester, N. Y. (M)

Happy Tread. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

Hardcourt. Hood Rubber Co., Watertown, Mass. (M)

Harding. Chicago Footwear Co., Chicago, Ill. (W)

Hardware. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hardwear. The Servus Rubber Co., Rock Island, Ill. (M)

Hard-Wear Work Shoes. H. E. Ackerman, Boston, Mass.

Hardy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Hardy. Goodwill Shoe Co., Holliston, Mass. (M)

Hardy Boy. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Hardy Fut Shoes. Sinsheimer Bros. & Co., Chicago, Ill. (M)

Hardy Hide. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Harlow Klingtite, The. McCord-Norton Shoe Co., St. Joseph, Mo. (M)

Harlow Shoe, The. McCord-Norton Shoe Co., St. Joseph, Mo. (M)

Harshline. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Harvard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Harvard. Hood Rubber Co., Watertown, Mass. (M)

Harwich. Hood Rubber Co., Watertown, Mass. (M)

Haskell. The B. F. Goodrich Co., Akron, Ohio. (M)

Hasson Shoe. M. E. Haskell & Sons, Boston, Mass. (W)

Havana. Cambridge Rubber Co., Cambridge, Mass. (M)

Harvester. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Hawk. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hawkeye. Converse Rubber Shoe Co., Malden, Mass. (M)

Haynes Henson Shoe Co. Haynes Henson Shoe Co., Knoxville, Tenn. (M)

Hazzard Shoe, The. R. P. Hazzard Co., Gardiner, Me. (M)

H. B. Special. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Headlight. The B. F. Goodrich Co., Akron, Ohio. (M)

Healdarch Shoes. Stetson Shoe Co., Inc., South Weymouth, Mass. (M)

Health Arch Shoe. Central Shoe Co., St. Louis, Mo. (M)

Health Built Arch. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Health Hiker. Ramsey's, Inc., New York City. (M)

Health Maker. H. F. Malott Shoe Co., Chicago, Ill. (M)

Healthmate. Richard White & Co., Inc., Philadelphia, Pa. (M)

Health Mode. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

"Health-O-Pedic" and "Modern Miss" (Women's). H. Gordon, New York City. (W)

Health-Walks (Play Shoes). Mid-West Shoe Co., Chicago, Ill. (M)

Health-Walks. (Try-Steps). Mid-West Shoe Co., Chicago, Ill. (M)

Heel Hugger (Shoes for Women). Heel Hugger Shoes, Inc., Auburn, N. Y. (M)

Hefty. Hood Rubber Co., Watertown, Mass. (M)

Hei-Tan. Wm. Heiber & Son, Rochester, N. Y. (M)

Helmholz. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Helmholz Jimmy & Jenny. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Helthy Fut-For Life's Springtime. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Henke. Henke Baby Shoe House, Chicago, Ill. (W)

Henne. Ground Gripper Shoe Co., Inc., Brooklyn, N. Y. (M)

Her Activity Shoes. The Walker T. Dickinson Co., Columbus, Ohio. (M)

Herbst. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M)

Hercules. The Servus Rubber Co., Rock Island, Ill. (M)

Hercules. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Herlmer Shoes for Children. Herbert L. Marx Co., Inc., Albany, N. Y. (W)

Her Majesty. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Herold's. Herold Shoe Co., San Jose, Cal. (R)

Herrick Hard Hitters. G. W. Herrick Shoe Co., Newburyport, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Herrick Shoe, The. G. W. Herrick Shoe Co., Newburyport, Mass. (M)

Hesson. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Heywood Shoe, The. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Heywood Special for Women. Heywood Boot & Shoe Co., Worcester, Mass. (M)

H. & F. Howard & Foster, Inc., Brockton, Mass. (M)

Hi-Arch Combination. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Hiawatha. R. J. Sawyer, Inc., Freeport, Me. (M)

HiBoy. Hood Rubber Co., Watertown, Mass. (M)

Hickory. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Higea. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Highartistic. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

High Ball. The B. F. Goodrich Co., Akron, Ohio. (M)

High Gear. Levy Shoe Co., Montgomery, Ala. (W)

High Grade Cow Boy Boots—All Goodyear Welts. G. O. Blucher Boot Co., Olathe, Kan. (M)

High Honor. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Highland. Hood Rubber Co., Inc., Watertown, Mass. (M)

High Mark. H. Malkin's Sons, New York City. (W)

Hike. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Hiker. Goodwill Shoe Co., Holliston, Mass. (M)

Hiker. Holland Shoe Co., Holland, Mich. (M)

Hiker. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hiker Brand Puttees. Lehman Hays Mfg. Co., Los Angeles, Cal. (M)

Hiker-Moc. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Hiker Super Service. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Hikester. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hi-Kicks. Endicott-Johnson Corp., Endicott, N. Y. (M)

Hi-King. The B. F. Goodrich Co., Akron, Ohio. (M)

Hill Shoes. Hill Bros. Co., Hudson, Mass. (M)

Hill Crest. Geo. D. Witt Shoe Co., Southern Dep., Craddock-Terry Co., Lynchburg, Va. (M)

Hill & Dale. Dizon-Bartlett Co., Baltimore, Md. (M)

Hilliard Shoe. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hilosh. Hood Rubber Co., Inc., Watertown, Mass. (M)

Hi-Moc. Cambridge Rubber Co., Cambridge, Mass. (M)

Himiner. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Hine & Lynch. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Hipac. The B. F. Goodrich Co., Akron, Ohio. (M)

Hip Boot. Servus Rubber Co., Rock Island, Ill. (M)

Hi-Press. The B. F. Goodrich Co., Akron, Ohio. (M)

Hi-Quality. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Hi-Savoy. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Hishu. Hood Rubber Co., Watertown, Mass. (M)

Hi Slide. Firestone Footwear Co., Boston, Mass. (M)

HiStyle (Shoes for Men). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Hi-Valu. Kambach & Kettman, Inc., Davenport, Iowa. (W)

Hi-Value. The Servus Rubber Co., Rock Island, Ill. (M)

Hivamp. Cambridge Rubber Co., Cambridge, Mass. (M)

Hi-Vamp. Hood Rubber Co., Watertown, Mass. (M)

Hi Voltage. Nath'l Fisher & Co., New York City. (M & &W)

Hi-Way. Cambridge Rubber Co., Cambridge, Mass. (M)

Hi-Way Line. The Clark Brun Co., East Berlin, Pa. (M)

H. J. Collis. H. J. Collis Athletic Shoe Co., Taunton, Mass. (M)

H. M. The Hoge Montgomery Co., Frankfort, Ky.

Hocking. The B. F. Goodrich Co., Akron, Ohio. (M)

Hoffert Italian. Dancing Slippers. Chicago Theatrical Shoe Co., Chicago, Ill.

Hoi Poi Loy. Wear-Ever Slipper Co., South Norwalk, Conn. (M)

Hold Shape. The Tailored Shoe. The United States Shoe Co., Cincinnati, Ohio (M)

Holiday. Hood Rubber Co., Watertown, Mass. (M)

Holland. Holland Shoe Co., Holland, Mich. (M)

Holly-Arch. Cushman Hollis Co., Auburn, Me. (M)

Hollywood Healthbuilt Arch. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Hollywood Screen Star Slippers. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Hollywood Screen Star Slipper Makers. Elias Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Holstein. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Home Cheer. Central Shoe Co., St. Louis, Mo. (M)

Home-Ease (Comfort Shoe). Brandau Shoe Co., Detroit, Mich. (W)

Home & Farm. McElroy Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Homer. The B. F. Goodrich Co., Akron, Ohio (M)

Home Guard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Home Run. Brown Shoe Co., St. Louis, Mo. (M)

Homestake. Central Shoe Co., St. Louis, Mo. (M)

Homestead. Goodwill Shoe Co., Holliston, Mass. (M)

Homestead. Tyer Rubber Co., Andover, Mass. (M)

Home-Tanned. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Home Trade. Home Trade Shoe Store, Inc., Minneapolis, Minn. (R)

Home Trade Athlete. Home Trade Shoe Stores, Inc., Minneapolis, Minn. (R)

Home Trade Pediform. Home Trade Shoe Stores, Inc., Minneapolis, Minn. (R)

Honest Value. Endicott-Johnson Corp., Endicott, N. Y. (M)

Honest Wear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Honesty. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Honor. Endicott-Johnson Corp., Endicott, N. Y. (M)

Honor Bright. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Hood. Hood Rubber Co., Watertown, Mass. (M)

Hoopster. Hood Rubber Co., Watertown, Mass. (M)

Hoosier Pal by Marion. Marion Shoe Co., Marion, Ind. (M)

Hop Skip. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Horco Slipper. Vincent Horwitz Co., New York City (M)

Hostess of Comfort, The. Norridgewock Shoe Co., Inc., Norridgewock, Me.

Household. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

House Keeper Shoes. Baker's Shoe Store, Brockton, Mass. (R)

Houseshoe. Hood Rubber Co., Watertown, Mass. (M)

"House of Winners," The. Fashion Shoe Co., St. Louis, Mo. (M)

Houston. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Howard & Foster Shoe, The. Howard & Foster, Inc., Brockton, Mass. (M)

Howler. Cambridge Rubber Co., Cambridge, Mass. (M)

Hoyts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Arch Welts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Tailored Arch. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Hoyt's Tailored Welts. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

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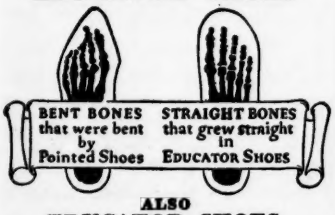

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TRADE NAMES and BRANDS of SHOES

Hub Mark. United States Rubber Co., New York City (M)

Huck-Finn. "Huck-Finn Mannish Shoes for Young Gentlemen." Lancaster Shoe Co., Elizabethtown, Pa. (M)

Hudson. The B. F. Goodrich Co., Akron, Ohio. (M)

Hug-Snug. Cambridge Rubber Co., Cambridge, Mass. (M)

Hug Tite. Chas. Meis Shoe Mfg. Co., Cincinnati, Ohio (W)

Hu-Man-Ic. Brown Shoe Co., St. Louis, Mo. (M)

Hu-man-ic. United Shoe Mfg. Co., St. Louis, Mo. (M)

Humpty Dumpty. Monroe Bros. & Co., Philadelphia, Pa. (W)

Humpty Dumpty Shoes. Willits Shoe Co., Halifax, Pa. (M)

Hunkidori. Hand Made Shoe Co., Chippewa Falls, Wis. (M)

Hunkidori. Work Shoes. Hand Made Shoe Co., Chippewa Falls, Wis. (M)

Huntsman. Hood Rubber Co., Watertown, Mass. (M)

Hurd Shoes Are Good Shoes. Hurd Shoe Co., Inc., Utica, N. Y. (W)

Hurdler. Cambridge Rubber Co., Cambridge, Mass. (M)

Hurley Arch. Hurley Shoe Co., Rockland, Mass. (M)

Hurley Shoe, The. Hurley Shoe Co., Rockland, Mass. (M)

Huron. Endicott-Johnson Corp., Endicott, N. Y. (M)

Huron. The B. F. Goodrich Co., Akron, Ohio (M)

Huron. Hood Rubber Co., Watertown, Mass. (M)

Hurricane. Marbach Shoe & Slipper Co., New York, N. Y. (M)

Huskie. Goodwill Shoe Co., Holliston, Mass. (M)

Huskie. Vaughn Bros., Salem, Mass. (M)

Husky. Hood Rubber Co., Watertown, Mass. (M)

Hussco. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

H. W. Brand. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Hykeshu. Hood Rubber Co., Watertown, Mass. (M)

Hypac. Hood Rubber Co., Watertown, Mass. (M)

Hyscore. Hood Rubber Co., Watertown, Mass. (M)

Hystep. Cambridge Rubber Co., Cambrdige, Mass. (M)

Hy-Style Novelties. M. E. Haskell & Sons, Boston, Mass. (W)

I

Iceland Brand. Manistee Shoe Mfg. Co., Manistee, Mich. (M)

Ideal. Brown Shoe Co., St. Louis, Mo. (M)

Ideal Baby Shoe (Picture of Baby in Shoes). Mrs. Day's Ideal Baby Shoe Co., Danvers, Mass. (M)

Ideal Beautiful Shoes. National Shoe Co., Savannah, Ga. (W)

Idlewild. Hood Rubber Co., Watertown, Mass. (M)

Ike Walton. Hood Rubber Co., Watertown, Mass. (M)

Ike Walton. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Illini. The Servus Rubber Co., Rock Island, Ill. (M)

I.M. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

I. Miller Beautiful Shoes. I. Miller & Sons, Long Island City, N. Y. (M)

I. Miller Deluxe Shoes. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

I. Miller Wingalt Last. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Imperial. The United States Shoe Co., Cincinnati, Ohio. (M)

Imperial Quality. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Imperial Six. Freeman Shoe Corp., Beloit, Wis. (M)

Impression Shoe, The. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

In B Tweens. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Independence. Endicott-Johnson Corp., Endicott, N. Y. (M)

Independent. Endicott-Johnson Corp., Endicott, N. Y. (M)

India. Hood Rubber Co., Watertown, Mass. (M)

Indiana. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Indian Boy Chief. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Indian Chief. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Indian Girl. Bows Moccasin Shoe Co., Avon, Mass. (M)

Indian Tan. Buckingham & Hecht, San Francisco, Cal. (M)

Indian Trail Footwear. Footform Shoe Shops, Inc., New York, N. Y. (R)

Indian Tread Heels. Footform Shoe Shops, Inc., New York, N. Y. (M&R)

Indian Tread Heels. J. F. McElwain Co., Nashua, N. H. (M)

Indian Walk. Footform Shoe Shops, Inc., New York, N. Y. (M&R)

Infantry. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ingenue. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

In-Process. Charles A. Eaton Co., Brockton, Mass. (M)

Insolite Shoes. W. L. Delaney Co., Beverly, Mass. (M)

In Step With Fashion. W. H. Lampe Shoe Co., St. Louis, Mo. (M)

Instructor. Dunham Bros. Co., Brattleboro, Vt. (W)

Instructor. Frank M. Larrabee, Portland, Me. (W)

"In Style" Brand—Ladies Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

In-Style Welts and McKays. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Insured Arch. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Insurgent. Endicott-Johnson Corp., Endicott, N. Y. (M)

Intercity. Morse & Rogers, New York City. (W)

Interseal. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

In The Circle of Fashion. Novelty Shoe Co., Chicago, Ill. (W)

In Union There is Strength. Union Shoe Co., Inc., Brockton, Mass. (M)

Invader. Endicott-Johnson Corp., Endicott, N. Y. (M)

Invincible. Endicott-Johnson Corp., Endicott, N. Y. (M)

Iowa. Hood Rubber Co., Watertown, Mass. (M)

Iris. Selby Shoe Co., Portsmouth, Ohio. (M)

Ironclad. Gym Shoes. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)

Iron Clad. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Ironsides. Cambridge Rubber Co, Cambridge, Mass. (M)

Ironwood. Hood Rubber Co., Inc., Watertown, Mass. (M)

Iroquois. Endicott-Johnson Corp., Endicott, N. Y. (M)

Irrigating. The B. F. Goodrich Co., Akron, Ohio. (M)

Irrigation Boot. Hood Rubber Co., Inc., Watertown, Mass. (M)

Isabelle. Endicott-Johnson Corp., Endicott, N. Y. (M)

It. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Italian Super-Toe. Chicago Theatrical Shoe Co., Chicago, Ill.

Itannienic. Charles Meis Shoe Co., Cincinnati, Ohio.

I. X. L. Phillips-Baker Rubber Co., Providence, R. I.

I. X. L. Western Shoe Co., Toledo, Ohio. (W)

J

J.A. Julius Altschul & Son, Brooklyn, N. Y. (M)

J. A. Combination Arch & Ankle Support. Julius Altschul & Son, Brooklyn, N. Y. (M)

Jack & Jill. Adams Bros., Pittsfield, N. H. (M)

Jacknife. Endicott-Johnson Corp., Endicott, N. Y. (M)

Jack O'Lantern. Curtis-Stephens-Embry Co., Inc., Reading, Pa. (M)

Jacqueline. Wohl Shoe Co., St. Louis, Mo. (W)

Jack Rabbit. The B. F. Goodrich Co., Akron, Ohio. (M)

Jackson. Jackson Shoe Mfg. Corp., New York City. (M)

Jack Sharp. McElroy-Sloan Shoe Co., Western Department Craddock-Terry Co., St. Louis, Mo. (M)

Jaffa Joy Footwear. The Jaffa Co., Los Angeles, Cal. (W)

J. & K. Shoe, The. Julian & Kokege Co., Cincinnati, Ohio. (M)

J. & M. Shoe, The. Johnston & Murphy, Newark, N. J. (M)

Jane Brown. Nath'l Fisher & Co., New York City. (W)

Jane Lou. A. W. Tedcastle Co., Boston, Mass. (W)

Jane Monroe Arch Support Shoe. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Janitor. Goodwill Shoe Co., Holliston, Mass. (M)

Janice. The Miller Rubber Co., Akron, Ohio. (M)

Jap. Hood Rubber Co., Watertown, Mass. (M)

Jaunty Jane. Nath'l Fisher & Co., New York City. (W)

Javee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Jax. Phillips-Baker Rubber Co., Providence, R. I. (M)

Jeddo. The B. F. Goodrich Co., Akron, Ohio. (M)

J. Cramer. John Cramer & Son, Inc., Brooklyn, N. Y. (M)

Jefferson, The. The Jeff Newbury Co., Huntington, W. Va. (W)

Jeffersonian. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Jennie Lind, Arch Shoes. Novelty Shoe Co., Chicago, Ill. (W)

Jennie Walker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Jenny Wren. McElroy-Sloan Shoe Co., St. Louis, Mo. (M)

Jetty, The. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Jewel. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Jico. Jefferson Import Co., Inc., New York City. (M)

Jiffy Boot. Menzies Shoe Co., St. Louis, Mo. (M)

Jiggers. Endicott-Johnson Corp., Endicott, N. Y. (M)

"Jim Clark" Brand (Men's). Chas. Longini & Sons, Cincinnati, Ohio. (W)

Jim Clark (Men's). H. Brandt & Sons, Chicago, Ill. (W)

Jim Dandy. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Jimmy Smith Bowling Shoes. Champion Shoe Co., Huntington, Ind. (M)

Jim Nastick Shoe for Active Men. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Jingo. Nath'l Fisher & Co., New York City. (W)

Jo Bo Arch (So Very Smart). Barnes Shoe Co., Centralia, Ill. (M)

Jo Bo Shoes (So Very Smart). Barnes Shoe Co., Centralia, Ill. (M)

Jodhski. The Abbott Co., Yarmouth, Me. (M)

Johansen's Ultra Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Johansen Unitized Process. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

TRADE NAMES and BRANDS of SHOES

John Adams Easy Slippers. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

John Bright. L. Q. White Shoe Co., Bridgewater, Mass.

John C. Roberts. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

John Emerson (Men's). Hyman Gordon, New York, N. Y. (W)

John Foster. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Johnnie Walker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Johnnie Walker. Modern Shoe Co., St. Louis, Mo. (M)

Johnny Rhines. Paul J. Richard, Inc., Farmington, Mo. (M)

Johnny Walker Health Shoe. Freeman Shoe Corp., Beloit, Wis. (M)

Johnson Arch. Endicott-Johnson Corp., Endicott, N. Y. (M)

Johnston & Murphy Shoe, The. Johnston & Murphy, Newark, N. J. (M)

John Ward. Melville Shoe Corp., New York City. (R)

"John Ward"—Canadian. Melville Shoe Corp., New York City. (R)

John Ward Medallion—Canadian. Melville Shoe Corp., New York City. (R)

John Ward Men's Shoes. Melville Shoe Corp., New York City. (R)

"John Ward Men's Shoes"—Canadian. Melville Shoe Corp., New York City. (R)

John Ward—Store Front. Melville Shoe Corp., New York City. (R)

John Ward Tricombo. Melville Shoe Corp., New York City. (R)

Joliroge. Hood Rubber Co., Watertown, Mass. (M)

Jo Mo Mi Co. Johnstown Mocha-Mills Co., Inc., Johnstown, N. Y. (W)

Joseph Corcoran Shoe, The. Joseph F. Corcoran Shoe Co., Brockton, Mass. (M)

Joy Line. The Pilot Shoe Co., Baltimore, Md. (W)

Joy Steps. H. Malkin's Sons, New York City. (W)

J.P.D. Sportsman. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

J.P.S. John Pilling Shoe Co., Lowell, Mass. (M)

Jual. Julius Altschul & Son, Brooklyn, N. Y. (M)

Julius Grossman Smart Shoes for Comfort. Brooklyn, N. Y. (M)

Jumping Jack. C. Gotzian & Co., St. Paul, Minn. (M)

Junior Army. Endicott-Johnson Corp., Endicott, N. Y. (M)

Junior Chums. Wiswell-Everston Shoe Mfg. Co., Cedar Grove, Wis. (M)

Jr. Coeds. Helmholz Shoe Mfg. Co., Cudahy, Wis. (M)

Junior Deb. R. H. Macy & Co., Inc., New York, N. Y. (R)

Junior Gripper. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Junior League. Betty Shoe Co., Inc., Brooklyn, N. Y. (M)

Junior League Shoe. Meyer Bros. Shoe Co., Inc., Brooklyn, N. Y. (M)

Junior Mechanic. Endicott-Johnson Corp., Endicott, N. Y. (M)

Junior Play Shoe. John Pilling Shoe Co., Lowell, Mass. (M)

Juskids. Acme Shoe Mfg. Co., Clarksville, Tenn. (M)

Justice. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Justin's. H. J. Justin & Sons, Inc., Fort Worth, Tex. (M)

Just Like Dads. Belleville Shoe Mfg. Co., Belleville, Ill. (M)

Just My Style. J. W. Carter Co., Nashville, Tenn. (M)

Just Wright Shoe, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

Juven-Aiders. The A. S. Kreider Shoe Co., Annville, Pa. (M)

Juvenile. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Juevenile. Lane Bros. Co., Boston, Mass. (W)

J. W. Carter Arch-grip Shoes. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter's Correct Comfort Shoe. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter Guaranteed Shoes. J. W. Carter Co., Nashville, Tenn. (M)

J. W. Carter Kangaroo Shoes. J. W. Carter Co., Nashville, Tenn. (M)

K

K. A. Co. Knights Allen Co., Inc., Haverhill, Mass. (M)

Kalb's Klassy Kicks for Kiddies. Kalb Shoe Mfg. Co., Inc., Rochester, N. Y. (M)

Kaliko Kat. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Kali-Sten-Iks. Gilbert Shoe Co., Thiensville, Wis. (M)

Kalo. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Kamp Tramp. Adams Bros., Pittsfield, N. H. (M)

Kampus Kicks. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Kanawha. Hood Rubber Co., Watertown, Mass. (M)

Kander Shoe, The. F. S. Kander Shoe Co., Brooklyn, N. Y.

Kara. Hood Rubber Co., Watertown, Mass. (M)

Kattle Jack. Hood Rubber Co., Watertown, Mass. (M)

Kattle King. Hood Rubber Co., Watertown, Mass. (M)

Keds. United States Rubber Co., New York City. (M)

Keds Canvas Rubber Soled Footwear. United States Rubber Co., New York City. (M)

Keehn Quality Shoes. Keehn Bros., Chicago, Ill. (W)

Keen Kick. C. W. Marks Shoe Co., Chicago, Ill. (W)

Keen Tred. Western Shoe Co., Toledo, Ohio. (W)

Keen Treds. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Keig's Napa Shoes—Western Quality. Keig Shoe Co., Napa, Cal. (M)

Keig Shoe, The. Keig Shoe Co., Inc., Napa, Cal. (M)

Kendal. Cambridge Rubber Co., Cambridge, Mass. (M)

Kennebec Walk Easy Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Kenney's Kiddies. L. W. Kenney & Co., Lynn, Mass.

Kent. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Kent Shoe, The. M. A. Packard Co., Brockton, Mass. (M)

Kentucky. Hood Rubber Co., Watertown, Mass. (M)

Kenwood. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Kenwood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Kesco. The Hepner Scott Shoe Co., Orwigsburg, Pa. (M)

Kesmocs. Lucien Kesney, New York City. (M)

Kewpie Twins. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Keystone. Keystone Shoe Mfg. Co., Kutztown, Pa. (M)

Keystone Flexible Arch. Smaltz Goodwin Co., Philadelphia, Pa. (M)

Keystone Steel Arch. Smaltz Goodwin Co., Philadelphia, Pa. (M)

K-Flex. Kaufman Department Stores, Inc., Pittsburgh, Pa. (R)

Kick A Poo Moccasin. F. A. Parker, Inc., Marblehead, Mass. (M)

Kick-Me-Hard. Mountcastle Hill Co., Inc., Knoxville, Tenn. (W)

Kickoff. Hood Rubber Co., Watertown, Mass. (M)

Kick-Proof. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Kid Boots. The Muskin Shoe Co., Baltimore, Md. (M)

Kiddie. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Kiddiemox. Berkshire Footwear Corp., Holliston, Mass. (M)

Kiddies Kicks. C. W. Marks Shoe Co., Chicago, Ill. (W)

Kiddies Pride. H. E. Ackerman, Boston, Mass. (W)

Kiddiewelts. Berkshire Footwear Corp., Holliston, Mass. (M)

Kiddy. Cambridge Rubber Co., Cambridge, Mass. (M)

Kiddy-Arch. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)

Kiddy-Car. Kiddy Shoe Service, Inc., Ephrata, Pa. (W)

Kiddy—Service Shoes. Kiddy Shoe Service, Inc., Ephrata, Pa. (W)

Kiddy-Service Welts. Kiddy Shoe Service, Inc., Lititz, Pa. (W)

Kiddy Steps. Morris Shoe Co., New York City. (W)

Kid-e-proof. Hagerstown Shoe & Legging Co., Inc., Hagerstown, Md. (M)

Kidette. Hood Rubber Co., Watertown, Mass. (M)

Kid Flex. Chesapeake Shoe Mfg. Co., Baltimore, Md. (M)

Kidi-King. Lancaster Shoe Co., Elizabethtown, Pa. (M)

Kinder-Garten Shoes. Fargo-Hallowell Shoe Co., Chicago, Ill. (M)

Kike Rike Ki K.S. Barton Shoe Co., Inc., Worcester, Mass. (M)

Kik-Rite. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

King Arthur. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

King Cole. Nath'l Fisher & Co., New York City. (W)

King Comfort. Powell & Campbell, New York City. (W)

King Cotton. Craddock-Terry Co., Lynchburg, Va. (M)

The Peck Shoe
BUILT WITH THE STA-SMOOTH
INNERSOLE—EXCLUSIVE—PATENTED
PECK SHOE CO.
WORCESTER, MASS.

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Welts
Littleway
Compo
RETAIL PRICE $5.00 TO $8.50
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PORTSMOUTH, OHIO

TRADE NAMES and BRANDS of SHOES

Kingfisher. The B. F. Goodrich Co., Akron, Ohio. (M)
King Flex. Haynes Henson Shoe Co., Knoxville, Tenn. (W)
King of the Oil Field. Buckley Shoe Co., Inc., Houston, Tex. (M)
King Quality. M. N. Arnold Shoe Co., N. Abington, Mass. (M)
King's Cadet Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)
King's Signal Scout Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)
King's Steadfast Shoe. King Bros. Shoe Co., Inc., Bristol, Tenn. (W)
Kingston. Western Shoe Co., Toledo, Ohio. (W)
Kinloch. Hood Rubber Co., Watertown, Mass. (M)
Kinney's Arch Corrector. Goodyear Shoe Co., Carlisle, Pa. (M)
Kinney's Arch Re-Nu. Goodyear Shoe Co., Carlisle, Pa. (M)
Kinney's Modish Stout. Goodyear Shoe Co., Carlisle, Pa. (M)
Kinney Shoes. G. R. Kinney Co., New York City. (M)
Kippy Klogs for Kids. C. B. Slater Co., South Braintree, Mass. (M)
Kit Carson. Endicott Johnson Corp., Endicott, N. Y. (M)
"Kit Kats." Anwelt Shoe Mfg. Co., Athol, Mass. (M)
Kix Hand Sewed Moccasins. Smith Crawford Shoe Co., Hudson, Mass. (M)
K & K Brands. Kambach & Kettman, Inc., Davenport, Iowa. (W)
Klassy Kicks for Kiddies. A. Gralnick Shoe Co., St. Louis, Mo. (W)
Klay Kort. Hood Rubber Co., Watertown, Mass. (M)
Kleenaneet Baby Shoe Co. Kleenaneet Baby Shoe Co., New York City. (W)
Kleenaneet Slipper Co. Kleenaneet Baby Shoe Co., New York City. (W)
Klever Kids. Goldie Shoe Co., Inc., Los Angeles, Cal. (W)
Kli Mac. McGrath Shoe Co., Inc., New York City. (W)
Kling Arch. F. M. Hoyt Shoe Co., Manchester, N. H. (M)
Klings. Cambridge Rubber Co., Cambridge, Mass. (M)
Klondike (Boys Shoes). H. D. Raff Co., Chicago, Ill. (W)
Knickerbocker. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)
Knifmoc. Smith & Herrick Co., Albany, N. Y. (W)
Knight Slippers. Knight Slipper Mfg. Corp., Brooklyn, N. Y. (M)
Knock-A-Bout. Endicott Johnson Corp., Endicott, N. Y. (M)
Knocker. Dunham Bros. Co., Brattleboro, Vt. (W)
Knockout. Cambridge Rubber Co., Cambridge, Mass. (M)
Knockout (Boys). C. W. Marks Shoe. Co., Chicago, Ill. (W)
K. O. Phillips-Baker Rubber Co., Providence, R. I. (M)
Ko-ed Kicks. A. S. Kreider Shoe Co., Annville, Pa.
Kollege Kicks. The Walker T. Dickinson Co., Columbus, Ohio. (M)
Kollege Styles. J. K. Orr Shoe Co., Atlanta, Ga. (M)
Komfort Kid Shoes. Eady Shoe Mfg. Co., Otsego, Mich. (M)
Komo. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)
Konda. The B. F. Goodrich Co., Akron, Ohio. (M)
Kongo. The B. F. Goodrich Co., Akron, Ohio. (M)
Kooler Komfort. Endicott Johnson Corp., Endicott, N. Y. (M)
Koolkick. The Excelsior Shoe Co., Portsmouth, Ohio. (M)
Ko-Rec-Toe. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)
Kord-U-Roy. Hood Rubber Co., Watertown, Mass. (M)
Kore-X-Arch. Melanson Shoe Co., Lynn, Mass.
Korker. Hood Rubber Co., Watertown, Mass. (M)
Korn Killer. Chas. M. Kaplan, Philadelphia, Pa. (R)
Korrect Shape, The Burt & Packard. Field & Flint Co., Brockton, Mass. (M)
Kozy Kicks. Greenfield's Dept. Store, Portland, Ore. (R)
Kotton King. Levy Shoe Co., Montgomery, Ala. (W)
Kozy's. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)
Kozy-Komforts, Slippers of Merit. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)
Kozy Komforts. A Slipper Style for Every Demand. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)
Kozy-Moc's. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)
Kramp-Net. H. Weiss & Co., Cleveland, Ohio. (W)
Kreep-a-wa. The Blum Shoe Mfg. Co., Dansville, N. Y. (M)
Kreider Shoe, The. A. S. Kreider Shoe Co., Annville, Pa. (M)
Kreider's. A. S. Kreider Shoe Co., Annville, Pa. (M)
Kreider's Sons Quality. The W. L. Kreider Sons Mfg. Co., Inc., Palmyra, Pa. (M)
Kris-Kros. Cambridge Rubber Co., Cambridge, Mass. (M)
Kriss-Kross. Cambridge Rubber Co., Cambridge, Mass. (M)
Kriss Kross. Phillips-Baker Rubber Co., Providence, R. I. (M)
Kromelk. Endicott-Johnson Corp., Endicott, N. Y. (M)
Kromoid Double Wear. The A. & H. Mfg. Co., Delaware, Ohio. (M)
Krueger & Hoeck. Krueger & Hoeck, Chicago, Ill.
Kuhnarch. F. A. Kuhnert Shoe Corp., Rochester, N. Y. (M)
Kullen Logger. M. O. Kullen Shoe Factory, Centralia, Wash. (M)
Kumfort Arch. R. P. Hazzard Co., Gardiner, Me. (M)
Kumfort and Kwality Line. The Big "K" Shoe Co., Cincinnati, Ohio. (M)
Kush-In-Eze. Vaughan-Towle Co., Lynn, Mass. (M)
Kushion E Z Shoe. Nath'l. Fisher & Co., New York City. (W)
Kushin-Fut Felt Slippers. H. Jacob & Sons, Inc., Brooklyn, N. Y. (M)

L

L. & A. Shoe, The. Lape & Adler Co., Columbus, Ohio. (M)
L. & B. Shoe. Leonard & Barrows, Inc., Middleboro, Mass. (M)
Lace Ace. The Servus Rubber Co., Rock Island, Ill. (M)
Laceit. The B. F. Goodrich Co., Akron, Ohio. (M)
La Crosse. Fern & Poor Co., Inc., Newburyport, Mass. (M)
La Crosse Brand. La Crosse Rubber Mills Co., La Crosse, Wis. (M)
Ladd & Lassie. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)
Lady Ann. The H. C. Godman Co., Columbus, Ohio. (M)
Lady Bertha Arch Support. Margolin Shoe Co., Chicago, Ill. (M)
Lady Beautiful. Carl Spector Co., Boston, Mass. (W)
Lady Endicott. Endicott Johnson Corp., Endicott, N. Y. (M)
Lady Esther. H. Brandt & Sons, Chicago, Ill. (W)
Lady Godiva. Cambridge Rubber Co., Cambridge, Mass. (M)
Lady-Fair. Peter's Branch International Shoe Co., St. Louis, Mo. (M)
Lady Grace. Sherwood Shoe Co., Rochester, N. Y. (M)
Lady Jefferson. McElroy Sloan Shoe Co., Western Dept., Craddock Terry Co., St. Louis, Mo. (M)
Lady Louis. Central Shoe Co., St. Louis, Mo. (M)
Lady Luck. National Specialty Shoe Co., St. Louis, Mo. (W)
Lady Luck. Powell & Campbell, New York City. (W)
Lady Mary. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)
Lady Parkar. Morse & Rogers, New York Branch, International Shoe Co., Inc., New York City. (W)
Lady Penn. Brooks Shoe Mfg. Co., Philadelphia, Pa. (M)
Lady Petite. Endicott-Johnson Corp., Endicott, N. Y. (M)
Ladyshy. Hood Rubber Co., Watertown, Mass. (M)
Lady So and So. Universal Shoe Mfg. Co., Lynchburg, Va. (M)
La Fayette. Haynes Henson Shoe Co., Knoxville, Tenn. (W)
La France. The Irving Drew Co., Portsmouth, Ohio. (M)
Laird. A. G. Spalding & Bros., New York City. (M)
Laird-Schober & Co. (Figure of Unicorn holding a shoe). Laird-Schober & Co., Philadelphia, Pa. (M)
Lakeshore. Hood Rubber Co., Watertown, Mass. (M)
Lakeside. Hood Rubber Co., Watertown, Mass. (M)
Lakewood. Hood Rubber Co., Watertown, Mass. (M)
Lakewood. Morse & Rogers, New York City. (W)
Lakomo. Hood Rubber Co., Watertown, Mass. (M)
La Mi Co Sandals. The Lawson, Miller Co., Ypsilanti, Mich. (M)
La Mode. Cambridge Rubber Co., Cambridge, Mass. (M)
Lanco-Flex. Lancaster Shoe Co., Elizabethtown, Pa. (M)
Land-O-Lakes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)
Landslide. Endicott Johnson Corp., Endicott, N. Y. (M)
Land Slide. Levy Shoe Co., Montgomery, Ala. (W)
La Newport. Lane Bros. Co., Boston, Mass. (W)
Lapland. The B. F. Goodrich Co., Akron, Ohio. (M)
La Premiere. Cambridge Rubber Co., Cambridge, Mass. (M)
La Salle. Chicago Footwear Co., Chicago, Ill. (W)
Lastic. Hood Rubber Co., Watertown, Mass. (M)
Lastwell Shoe for Men. A. Sandler, Boston, Mass. (W)
Latex. Cambridge Rubber Co., Cambridge, Mass. (M)
Lattemann Shoe, The. J. J. Lattemann Shoe Mfg. Co., Inc., Brooklyn, N. Y. (M)
Laudora. Dunham Bros. Co., Brattleboro, Vt. (W)
Lavalle Incorp. Custom Maker. Lavalle, Inc., New York, N. Y. (M)
Lawrence. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)
Lawton. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)
Lax & Abowitz. Lax & Abowitz, Inc., New York City. (M)
Leader. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)
Leader. Goodwill Shoe Co., Holliston, Mass. (M)
Leader. The Miller Rubber Co., Akron, Ohio. (M)
Leading Lady. Washington Shoe Mfg. Co., Seattle, Wash. (W)
Leather Craft. Woodbury Shoe Mfg. Co., Derry, N. H. (M)
Leatherine. Cambridge Rubber Co., Cambridge, Mass. (M)

TRADE NAMES and BRANDS of LEATHER

Lectro. Hood Rubber Co., Watertown, Mass. (M)

Leda. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Lee. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Legion Shoe, The. The Excelsior Shoe Co., Portsmouth, Ohio. (M)

Lehigh. The B. F. Goodrich Co., Akron, Ohio. (M)

Leisure. Hood Rubber Co., Watertown, Mass. (M)

Lena Tena Babe Shoes For Infants. Montgomery Shoe Company of America, Inc., Milwaukee, Wis. (W)

Lenox. Hood Rubber Co., Watertown, Mass. (M)

Lenox Littleways. Tull & Gordon, Inc., Brooklyn, N. Y.

Leslie. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Lester. Cambridge Rubber Co., Cambridge, Mass. (M)

Le Toquet. Hood Rubber Co., Watertown, Mass. (M)

Level Best. Levy Shoe Co., Montgomery, Ala. (W)

Leverenz Shoe, The. A Friend to You. Leverenz Shoe Co., Sheboygan, Wis. (M)

Lewis Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Lexington. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Leyte. Hood Rubber Co., Watertown, Mass. (M)

Liberation. Brockton Shoe Mfg. Co., Inc., Holbrook, Mass. (M)

Liberty-Arch. Geo. D. Witt Shoe Co., Lynchburg, Va. (M)

Liberty Shoe. Ferndale Shoe Co., Ferndale, Pa. (M)

Liberty (Shoes Above All). Zion's Co-operative Mercantile Institute, Salt Lake City, Utah. (W)

Lido. Hood Rubber Co., Watertown, Mass. (M)

Lido. Walther Loewendahl Shoe Co., Inc., New York, N. Y.

Life Line. McElroy-Sloan Shoe Co., Western Dept., Craddock-Terry Co., St. Louis, Mo. (M)

Light-Flex Shoes. C. F. Bows Shoe Co., Brockton, Mass. (M)

Light On Your Feet. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Light-Tread. Buckingham & Hecht, San Francisco, Cal. (M)

Lily White. Glaser Shoe Co., San Francisco, Cal.

Lincoln. Goodyear Rubber Co., Middletown, Conn. (M)

Lincolnshire. August C. Weaver, New York, N. Y.

Lindy Boy. Hyman Gordon, New York, N. Y. (W)

Lin-Sure. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Lion Brand. Craddock-Terry Co., Lynchburg, Va. (M)

Lion Brand. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Lion Brand. Universal Shoe Mfg. Co., Milwaukee, Wis. (M)

Lite Foot. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lite Four. Converse Rubber Shoe Co., Malden, Mass. (M)

Litemode. Smith & Herrick Co., Albany, N. Y. (W)

Litentuf. The B. F. Goodrich Co., Akron, Ohio. (M)

Litepak. The B. F. Goodrich Co., Akron, Ohio. (M)

Lite-Tex. Cambridge Rubber Co., Cambridge, Mass. (M)

Litex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Little Bo Peep. Morse & Rogers, New York, N. Y. (W)

Little Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Little Boy Blue. Brown Shoe Co., St. Louis, Mo. (M)

Little Chief. C. A. Stanton's Sons, Madison, Ind. (W)

Little Citizen. National Shoe Co., Savannah, Ga. (W)

Little Colonel. Craddock-Terry Co., Lynchburg, Va. (M)

Little Daisy. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Little Dorothy. Dorothy Dodd Shoe Co., Jamaica Plain, Boston. (M)

Little Falls. Little Falls Felt Shoe Co., Little Falls, N. Y. (M)

Little Gripper, The. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Little Hiker. Endicott-Johnson Corp., Endicott, N. Y. (M)

Little Indian. Cushman Co., Chicago, Ill. (W)

Little Jack Horner. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Little Lady. Endicott-Johnson Corp., Endicott, N. Y. (M)

Little Lindy. Lane Bros. Co., Boston, Mass. (W)

Little Monarch. Monarch Shoe Co., Chicago, Ill. (M)

Little Pals. Glaser Shoe Co., San Francisco, Cal. (W)

Little Pals Shoes for Children. Herb. L. Mary Co., Inc., Albany, N. Y. (W)

Little Pirate. Gotham Shoe Mfg. Co., Binghamton, N. Y. (M)

Little Queen. Thos. G. Plant Corp., Boston, Mass. (M)

Little Queen. Frank M. Larrabee, Portland, Me. (W)

Little Ripper. Baker-Stewart-Jenkins Shoe Co., Ltd., Georgetown, Mass. (M)

Little Roamer. Perkins-Smith Shoe Corp., Rochester, N. Y. (M)

Little Run-A-Round Shoes. Morris Shoe Co., New York City. (W)

Little Sergeant. Curtis-Stephens-Embry Co., Reading, Pa. (M)

Little Shavers. McGrath Shoe Co., Inc., New York City. (W)

Little Soldier. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Little Student. Lane Bros. Co., Boston, Mass. (W)

Little Tads. Smith & Herrick Co., Albany, N. Y. (W)

Little Tretco. Tretco Shoe Mfg. Co., Baltimore, Md. (M)

Little Witch. Vaughn Bros., Salem, Mass. (M)

Live Wire. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Loboy. Hood Rubber Co., Watertown, Mass. (M)

Locked Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Lock Lap Seam. G. H. Bass & Co., Wilton, Me. (M)

Locomotive. The B. F. Goodrich Co., Akron, Ohio. (M)

Locust Post. Mountcastle-Hill Co., Inc., Knoxville, Tenn. (W)

Logan. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Log Cabin. Marathon Shoe Co., Wausau, Wis. (M)

Logger. Hood Rubber Co., Watertown, Mass. (M)

Lograler. The B. F. Goodrich Co., Akron, Ohio. (M)

Lolly Pop. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lomden's. Harry Sir & Son, Inc., New York, N. Y.

Lo-Monopul. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Long Beach. The Miller Rubber Co., Akron, Ohio. (M)

Long-Day. Freeman Shoe Corp., Beloit, Wis. (M)

Longhorn. H. J. Justin & Sons, Inc., Fort Worth, Texas. (M)

Long Horn. Levy Shoe Co., Montgomery, Ala. (W)

Longini Shoes. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Long Life. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Long Life Easy Walking Shoe. Crossett Shoe Co., Boston, Mass. (M)

Long Service. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Long Shore. Goodyear Rubber Co., Middletown, Conn. (M)

Long Trail. C. A. Stanton's Sons, Madison, Ind. (W)

Long Walk. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

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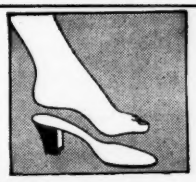
Branch of International Shoe Co.
ST. LOUIS, MO.



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for The Little Folks
Soft Soles First Walks
Nothing Too Good for "Tiny Tots"
TINY TOT SHOE CORP.
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Rochester, New York

TRADE NAMES and BRANDS of SHOES

Longwear. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Long Wear Shoes. Craddock-Terry Co., Lynchburg, Va. (M)

Longwood. Hood Rubber Co., Watertown, Mass. (M)

Longworth. Dunham Bros. Co., Brattleboro, Vt. (W)

Lo-N-Hi. The B. F. Goodrich Co., Akron, Ohio. (M)

Look Well, Fit Well, Wear Well. The W. L. Kreider's Sons Mfg. Co., Inc., Palmyra, Pa. (M)

Lopac. The B. F. Goodrich Co., Akron, Ohio. (M)

Lopac. Hood Rubber Co., Watertown, Mass. (M)

Lorain. The B. F. Goodrich Co., Akron, Ohio. (M)

Lo Slide. Firestone Footwear Co., Boston, Mass. (M)

Lotta Ease, The Invigorating Shoe. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Louise. Cambridge Rubber Co., Cambridge, Mass. (M)

Lovamp. Cambridge Rubber Co., Cambridge, Mass. (M)

Lo-Vamp. Hood Rubber Co., Watertown, Mass. (M)

Lovell's Natural Shape Shoe. Lovell's Shoe Factory, Inc., Lynn, Mass. (M)

Lovell Shoe, The. Lovell's Shoe Factory, Inc., Lynn, Mass. (M)

Lovell Shoes (for men). Lovell Shoe Co., Waterbury, Conn. (W)

Lovely Mary Etta Shoes. The Whitney-Roth Shoe Co., Cleveland, Ohio. (M)

Low Boy Line. Bona Allen, Inc., Buford, Ga. (M)

Loyal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Lucerne. Hood Rubber Co., Inc., Watertown, Mass. (M)

Lucky Boy (Boys). C. W. Marks Shoe Co., Chicago, Ill. (W)

Lucky Boy. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Lucky Foot. Ramsey's, Inc., New York City. (M)

Lucky Girl. Carl Spector Co., Boston, Mass. (W)

Lucky Shoes. Rebot Shoe Mfg. Co., Marlboro, Mass. (M)

Lucky Strike. Levy Shoe Co., Montgomery, Ala. (W)

Lullaby. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Lumbard Shoe, The. H. G. Lumbard Shoe Co., Auburn, Me. (M)

Lura. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Lustig's Co Ed Footwear. Lustig's, Youngstown, Ohio.

Luxor. Cambridge Rubber Co., Cambridge, Mass. (M)

Lo Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

L. S. & D. in design. Leonard, Shaw & Dean, Inc., Middleboro, Mass. (M)

Lumbershu. Hood Rubber Co., Watertown, Mass. (M)

Lura. Mishawaka Rubber and Woolen Co., Mishawaka, Ind. (M)

Luxor Sandal. Seryus Rubber Co., Rock Island, Ill. (M)

Luxury. Western Shoe Co., Toledo, Ohio. (W)

Luzon. Hood Rubber Co., Watertown, Mass. (M)

Lycoming. United States Rubber Co., New York City. (M)

Lynnette—Beautiful Shoes for Women. Gregory & Read Co., Lynn, Mass.

Lyter-Wate. Carlisle Shoe Co., Carlisle, Pa. (M)

M

Made In Beloit. Freeman Shoe Mfg. Co., Beloit, Wis. (M)

Made Rite. Endicott Johnson Corp., Endicott, N. Y. (M)

Maderite Shoe, The (Men's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Made Solid. Wrensch & Herrman Shoe Co., Milwaukee, Wis. (M)

Magic Carpet. Footwear Fashions. Milius Shoe Co., St. Louis, Mo. (M)

Maid-Rite Slippers. Maid Rite Corp., Brooklyn, N. Y. (M)

Maidwell. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Mail Bag. J. P. Smith Shoe Co., Chicago, Ill. (M)

Mail Carrier. Endicott Johnson Corp., Endicott, N. Y. (M)

Mailshu. Hood Rubber Co., Watertown, Mass. (M)

Maine Line, The. Wood & Smith, Inc., Auburn, Me. (M)

Main Spring Arch. Geo. E. Keith Co., Brockton, Mass. (M)

Main Street. Endicott Johnson Corp., Endicott, N. Y. (M)

Majestic Arch. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Ma'or. Converse Rubber Shoe Co., Malden, Mass. (M)

Malta. Hood Rubber Co., Watertown, Mass. (M)

Mammoth Cave. Jno. J. Schulten & Co., Louisville, Ky. (W)

Manhattan. Cambridge Rubber Co., Cambridge, Mass. (M)

Manhattan. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Manila. Hood Rubber Co., Watertown, Mass. (M)

Manistee. C. G. Fleckenstein Co., Muskegon, Mich.

Mannett. Hood Rubber Co., Watertown, Mass. (M)

Mannish Shoes for Young Gentlemen. Lancaster Shoe Co., Elizabeth, Pa. (M)

Man of War. The P. Goldsmith Sons Co., Cincinnati, Ohio. (M)

Mansfield (Shoes for Men). Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Mansion. Brown Shoe Co., St. Louis, Mo. (M)

Man to Man. J. W. Carter Co., Nashville, Tenn. (M)

Marathon. Marathon Shoe Co., Wausau, Wis. (M)

Marching. Endicott Johnson Corp., Endicott, N. Y. (M)

Marching Shu. Endicott Johnson Corp., Endicott, N. Y. (M)

Marco. Marco Shoe Co., Inc., Baltimore, Md. (W)

Margolin. Margolin Shoe Co., Chicago, Ill. (M)

Margy (Women's Shoes). The Hecht Co., Washington, D. C. (R)

Marian. The B. F. Goodrich Co., Akron, Ohio. (M)

Marion Bill Best. Marion Shoe Co., Marion, Ind. (M)

Marion Bill Buddy. Marion Shoe Co., Marion, Ind. (M)

Marion Doctor Arch. Marion Shoe Co., Marion, Ind. (M)

Marion Pals. Marion Shoe Co., Marion, Ind. (M)

Marylin. Russeks Fifth Avenue, Inc., New York, N. Y. (R)

Marilyn Footwear. Samuels Shoe Co., St. Louis, Mo. (M)

Marion. Hood Rubber Co., Watertown, Mass. (M)

Marion Shoe, The. Marion Shoe Co., Marion, Ind. (M)

Marks & Stix Shoe, The. Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

Marksman. Cambridge Rubber Co., Cambridge, Mass. (M)

Mark Twain. Morse & Rogers, New York Branch, International Shoe Co., New York City. (W)

Mark Twain Special. Morse & Rogers, New York City. (W)

Marlen. W. T. Grant Co., Lynn, Mass. (R)

Marquette. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Marquise. The Miller Rubber Co., Akron, Ohio. (M)

Marshalaise. Marshall, Meadows & Stewart, Inc., Auburn, N. Y. (M)

Marshall. Chicago Footwear Co., Chicago, Ill. (W)

Martha Washington. Chapline-Mayer Shoe Co., Milwaukee, Wis. (M)

Martin Larson "Sta-Right." Martin Larson & Son, Chicago, Ill.

Marvel Arch. O'Donnell Shoe Co., St. Paul, Minn. (M)

Mar-Ve-Lus. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Marya. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Mary Adams Air Cushion Heel Arch Support Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Arch Strength Health Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Shoe, The. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Comfort Shoes. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Adams Hi-Archa. Harper & Kirschten Shoe Co., Chicago, Ill. (W)

Mary Etta. The Whitney-Roth Shoe Co., Cleveland, Ohio. (M)

Mary Foote. Brown Shoe Co., St. Louis, Mo. (M)

Maryland. Friedman Shelby Branch International Shoe Co., St. Louis, Mo. (M)

Maryland Maid. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Mary-Lee Arch Shoe. Central Shoe Co., St. Louis, Mo. (M)

Mary-Lee Style Shoes. Central Shoe Co., St. Louis, Mo. (M)

Mary Stuart, The. The Sam B. Wolf Sons Co., Cincinnati, Ohio. (M)

Mascot. Hood Rubber Co., Watertown, Mass. (M)

Mascoutin. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Mason Chippewa Shoe, The. Mason Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Massachusetts. Hood Rubber Co., Watertown, Mass. (M)

Masterbilt. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Master Farmer. The B. F. Goodrich Co., Akron, Ohio. (M)

Master Felt. Freeman Thompson Shoe Co., St. Paul, Minn. (M)

Mastercraft. Barney, Capen & Denham Co., Brockton, Mass. (M)

Master Craftsman. Field Bros. Shoe Co., Inc., E. Bridgewater, Mass. (M)

Master Moccasin. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Master Scout. Endicott-Johnson Corp., Endicott, N. Y. (M)

Master Shoe, The. John J. MacMaster, Rochester, N. Y. (M)

Master Workman. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mastiff. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mastiff. Morse & Rogers, New York City. (W)

Matchless. Firestone Footwear Co., Boston, Mass. (M)

Matador. Hood Rubber Co., Watertown, Mass. (M)

Matador. L. Alstadt & E. Waldner, New York, N. Y.

Matchland Comfort (Slippers). Matchland Shoe Co., Boston, Mass. (W)

Matchland Junior (Custom Made). Matchland Shoe Co., Boston, Mass. (W)

Matchland Maid. Matchland Shoe Co., Boston, Mass. (W)

Matchland Shoe. Matchland Shoe Co., Boston, Mass. (W)

Mathieu. F. J. Mathieu Shoe Co., Lynn, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Matrix Shoes for Men. Heywood of Worcester, Mass. (M)

Matrix (For Women). E. P. Reed & Co., Rochester, N. Y. (M)

Matron's Comfort. F. A. Seavy Co., Beverly, Mass. (M)

Maude Miller Arch Support. Schulte United, Inc., New York, N. Y.

Maumee. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Maxine. Brown Shoe Co., Inc., St. Louis, Mo. (M)

May Day. Morse & Rogers, New York City. (W)

Mayd-Well. Nath'l Fisher & Co., New York City. (W)

Mayfair. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Mayfair. Morse & Rogers, New York City. (W)

Mayflower. Robert Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

May Manton. The Roth Shoe Mfg. Co., Cincinnati, Ohio. (W)

May Rose. S. Freiburger & Bro. Co., Fort Wayne, Ind. (W)

"McAn Ample Instep." Melville Shoe Corp., New York City. (R)

McEl Tots. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

McKinley. Chicago Footwear Co., Chicago, Ill. (W)

Meadowbrook. Lape & Adler Co., Columbus, Ohio. (M)

Meanwell Jr. Shoes. The Servus Rubber Co., Rock Island, Ill. (M)

Mechanic. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mechanic. Goodwill Shoe Co., Holliston, Mass. (M)

Mechanics Delight. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Mechanics Special. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Medford. Morse & Rogers, Branch International Shoe Co., New York City. (W)

Medicated Shoe. Millett Woodbury Co., Beverly, Mass. (M)

Medina. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Medoking. Converse Rubber Shoe Co., Malden, Mass. (M)

Medway. Hood Rubber Co., Watertown, Mass. (M)

Melba. Dunham Bros. Co., Brattleboro, Vt. (W)

Melbrose Shoe, The. Meltzer Bros., Inc., Philadelphia, Pa. (W)

Menihan Arch-Aid Shoes. The Menihan Co., Rochester, N. Y. (M)

Menihan In-Stock Shoes. The Menihan Co., Rochester, N. Y. (M)

Menihan Special Order Shoes. The Menihan Co., Rochester, N. Y. (M)

Men Like To Say They Wear Them. A. E. Nettleton Co., Syracuse, N. Y. (M)

Men's Club. Endicott-Johnson Corp., Endicott, N. Y. (M)

Mentor. The B. F. Goodrich Co., Akron, Ohio. (M)

Menz-Ease. Menzies Shoe Co., St. Louis, Mo. (M)

Mercer. Hood Rubber Co., Watertown, Mass. (M)

Mermaid. Hood Rubber Co., Watertown, Mass. (M)

Merriam's Nature-Form Cradle-to-College Shoes. H. W. Merriam Shoe Co., Newton, N. J. (M)

Merry Maid Style Shoes. Kann's, Washington, D. C. (R)

Merrymaker. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

"Merry Walker" Shoes. Wobst Shoe Co., Milwaukee, Wis. (M)

Metapad Shoes. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Metatarsal Arch-Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M) See Advt. Page 83.

Metatarsal Arch Support. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Metatarsal Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Metatarsus. The United States Shoe Co., Cincinnati, Ohio. (M)

Metropole. Hood Rubber Co., Watertown, Mass. (M)

Miami. Hood Rubber Co., Inc., Watertown, Mass. (M)

Miami. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Metropolitan. Endicott Johnson Corp., Endicott, N. Y. (M)

Metropolitan. Morse & Rogers, branch International Shoe Co., New York, N. Y. (M)

Mickey McGuire. Bona Allen, Inc., Buford, Ga. (M)

Mic Mac. Mic-Mac Moccasin Co., Inc., Brockton, Mass. (M)

Midland. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Midvale Shoes. Midvale Shoe Co., St. Louis, Mo. (M)

Midvamp. Cambridge Rubber Co., Cambridge, Mass. (M)

Mid-Vamp. Hood Rubber Co., Inc., Watertown, Mass. (M)

Midwate. Hood Rubber Co., Watertown, Mass. (M)

Midway. L. B. Evans Sons Co., Wakefield, Mass. (M)

Midwest. Hood Rubber Co., Watertown, Mass. (M)

Milady Shoes—For Ladies. A. Gralnick Shoe Co., St. Louis, Mo. (W)

Mile After Mile of Comfort and Style. Holland Shoe Co., Holland, Mich. (M)

Miler. Hood Rubber Co., Watertown, Mass. (M)

Milessco. Miller Hess & Co., Inc., Akron, Pa. (M)

Miles Outstanding Shoe. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Miles Shoes. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Miles Style Shoes. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Milford. Cambridge Rubber Co., Cambridge, Mass. (M)

Milford Shoe, The. Milford Shoe Co., Milford, Mass. (M)

Milford. Hood Rubber Co., Watertown, Mass. (M)

Military. Hood Rubber Co., Watertown, Mass. (M)

Milius-Shortest Short Vamp-Milius. Milius Shoe Co., St. Louis, Mo. (M)

Milius Way—Lockstitch. Milius Shoe Co., St. Louis, Mo. (M)

Miller. The Miller Rubber Co., Akron, Ohio. (M)

Miller Bathing Wear. The Miller Rubber Co., Akron, Ohio (M)

Miller Cook Shoes. A. E. Nettleton Co., Syracuse, N. Y. (M)

Miller Maid Line. W. Y. Miller, Schuylkill Haven, Pa. (M)

Millerkins. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Millertaires. I. Miller & Sons, Inc., Long Island City, N. Y. (M)

Milo Brand Slippers. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Milton. Hood Rubber Co., Watertown, Mass. (M)

Milwaukee. Wrensch & Herrman Shoe Co., Milwaukee, Wis. (M)

Milwaukee King. Milwaukee Shoe Co., Milwaukee, Wis. (M)

Milwaukee King "Strength" Shoes. Milwaukee Shoe Co., Milwaukee, Wis. (M)

Mimi. The Miller Rubber Co., Akron, Ohio. (M)

Mine Jack. Hood Rubber Co., Watertown, Mass. (M)

Mine King. Hood Rubber Co., Watertown, Mass. (M)

Mine Pac. Hood Rubber Co., Watertown, Mass. (M)

"GREAT SCOTT"

HOW THEY WEAR

HOW THEY SELL

WRITE FOR THE

DOERMAN PLAN

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MODERN

SHOE MERCHANDISING

CATALOG ON REQUEST

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IN THE MANUFACTURE OF CEMENTED SHOES THE GREATEST SUCCESS HAS BEEN ATTAINED BY THOSE MAKERS WHO RELY UPON THE EQUIPMENT, ADHESIVES AND TECHNICAL SERVICE FURNISHED BY

Compo Shoe Machinery Corp.

Boston New York St. Louis

TRADE NAMES and BRANDS of SHOES

Minnehaha. Bloom Bros. Co., Minneapolis, Minn. (M)

Minnehaha. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Minot. Hood Rubber Co., Watertown, Mass. (M)

Miracle. O'Donnell Shoe Co., St. Paul, Minn. (M)

Miracle-Arch. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Miracle Arch Shoes. Craddock Terry Co., Lynchburg, Va. (M)

Miriam. Cambridge Rubber Co., Cambridge, Mass. (M)

Mirror of Fashion. Samuels Shoe Co., St. Louis, Mo. (M)

Mishko. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Miss America. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Miss Chicago (Women's and Children's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Missouri. The Servus Rubber Co., Rock Island, Ill. (M)

Miss Peggy. Bernstein Shoe Co., New York City. (W)

Mocca Baby Shoe. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Mocca Shoe, The. Mocca Shoe Co., Rochester, N. Y. (M)

Moccasan. Baker-Stewart-Jenkins Co., Ltd., Georgetown, Mass. (M)

Moccasin. Hood Rubber Co., Watertown, Mass. (M)

Moccasin. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Moc San. Dun Deer Sandals, Inc., Auburn, N. Y. (M)

Moc-Vamp. Charles A. Eaton Co., Brockton, Mass. (M)

Mode. Hood Rubber Co., Inc., Watertown, Mass. (M)

Mode. The Miller Rubber Co., Akron, Ohio. (M)

Modease. J. & T. Cousins Co., Brooklyn, N. Y. (M)

Modebs. The Green Shoe Mfg. Co., Boston, Mass. (M)

Mod-Edge. Green Shoe Mfg. Co., Boston, Mass. (M)

Model Mode Novelties. Platell Shoe Co., New York City. (W)

Model Mode Footwear. Platell Shoe Co., New York City (W)

Mode-O-Pedic. N. B. Thayer & Co., Inc., East Rochester, N. H. (M)

Moderna. Gimbel Bros., Inc., New York, N. Y. (R)

Modern Aristocrats. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Modern Five, The. E. B. Pickenbrock & Sons Co., Dubuque, Iowa. (M)

Modern Health Shoes. Endicott Johnson Corp., Endicott, N. Y. (M)

Modern Maid Arch. Kimel Shoe Co., Haverhill, Mass. (M)

Modern Miss. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

"Modern Miss" and "Health-O-Pedic" (Misses' and Children's). H. Gordon, New York City. (W)

Modern Mode Welts. The Irving Drew Co., Portsmouth, Ohio. (M)

Modern Priscilla. The Braintree Shoe Co., South Braintree, Mass. (M)

Modern Priscilla Shoe, The. The Priscilla Shoe Co., Somersworth, N. H. (M)

Modern Prophylactic. Ault-Williamson Shoe Co., Auburn, Me. (M)

Modette. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Modified Educator. Goodyear Shoe Co., Carlisle, Pa. (M)

Modified Ground Gripper. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Modi-i Fit. Neenah Shoe Co., Menasha, Wis. (M)

Modi Pois Arch. Boyd Welsh Shoe Co., St. Louis, Mo.

Modish Footwear. Nathaniel Fisher & Co., New York City (W)

Modish Footwear—For Women. Nathaniel Fisher & Co., New York City. (W)

Modish Stouts. Brown Shoe Co., St. Louis, Mo. (M)

Moduc. Hood Rubber Co., Watertown, Mass. (M)

Mogul. Hood Rubber Co., Watertown, Mass. (M)

Mohegan. Hood Rubber Co., Watertown, Mass. (M)

Mohawk. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Mohawks. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M)

Mohawk. Endicott Johnson Corp., Endicott, N. Y. (M)

Mohawk Trailers. Phyllis Shoe Co., Lowell, Mass. (M)

Mohican. Endicott Johnson Corp., Endicott, N. Y. (M)

Mohican. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Molloy Red Diamond Clog. Molloy Shoe Co., Georgetown, Mass. (M)

Molly Stark. Dunham Bros. Co., Brattleboro, Vt. (W)

Molly Stark. Graham Baumgarner Co., Parkersburg, W. Va. (W)

Mona Lisa. Lane Bros. Co., Boston, Mass. (W)

Monarch Shoes. Portage Shoe Mfg. Co., Milwaukee, Wis. (M)

Monarch. The Servus Rubber Co., Rock Island, Ill. (M)

Money-Bak-Fitted Arch. Crowder-Cooper Shoe Co., Indianapolis, Inc. (W)

Money Saver. Morse & Rogers, New York Branch International Shoe Co., New York City. (M)

"Money Worth" Brand. Men's and Boy's Work Shoes and Dress Oxfords. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Monogram Quality. Wagner Brothers Shoe Co., Pittsburgh, Pa. (W)

Monopul. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Montana. Hood Rubber Co., Inc., Watertown, Mass. (M)

Monte Carlo Sandal. Bleecker Shoe Co., New York City, N. Y.

Montgomery's Open Eye Brand "Arbitrator" Shoes Settle All Foot Troubles. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Montgomery "Open Eye Brand" Shoes For Entire Family. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Moniter. Hood Rubber Co., Watertown, Mass. (M)

Monumental. P. H. Volk & Co., Baltimore, Md. (W)

Moon-Rey. Meyer-Rudolph Shoe Co., Chicago, Ill. (M)

Moosehead. Hood Rubber Co., Watertown, Mass. (M)

Moosehead Moccasin. Davis Shoe Co., Greenville, Me. (M)

Moose King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Morning Glory Comfort Shoes. Morning Glory Slipper Co., Brockton, Mass. (M)

Morning Glory Slipper. Morning Glory Slipper Co., Brockton, Mass. (M)

Moroccan. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Morrill Arch Support. Durand Shoe Co., Richmond, Me. (M)

Morrill Flexibility-Comfort-Service. Durand Shoe Co., Richmond, Me. (M)

Morris Shoe, The. Morris Bros. Shoe Co., Quincy, Ill. (M)

Morris Shoe. Morris Shoe Co., Taunton, Mass. (M)

Morse & Rogers—(All Leather). Morse & Rogers, New York City. (W)

Morton. Mishakawa Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Mo-Ru-Co. Montague Rubber Co., Inc., Norfolk, Va. (M)

Moscow. The B. F. Goodrich Co., Akron, Ohio. (M)

Moscow. Hood Rubber Co., Watertown, Mass. (M)

Mother Hager's Shoes for Children. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Mother Machree Comforts. Till Shoe Co., Oswego, N. Y.

Motor Boot. Cambridge Rubber Co., Cambridge, Mass. (M)

Motorman. Hood Rubber Co., Watertown, Mass. (M)

Moulder. Endicott-Johnson Corp., Endicott, N. Y. (M)

Moulder. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Moulder's Union Made Shoe. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

Moulton-Bartley, Littleways Inc. Moulton-Bartley, Inc., Highland, Ill. (M)

Mound City. Brown Shoe Co., St. Louis, Mo. (M)

Mountain Hiker. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Mountain Lodge. "Mountain Lodge Hiking Boots and Oxfords." Lancaster Shoe Co., Elizabethtown, Pa. (M)

M—Quality Without Question—Guaranteed. J. D. Murphy Shoe Co., Natick, Mass. (M)

Mrs. A. R. King. Mrs. A. R. King, Inc., Philadelphia, Pa. (M)

Mrs. Day's Ideal Baby Shoes. Mrs. Day's Ideal Baby Shoe Co., Danvers, Mass. (M)

Mrs. Martin Comfort Shoe. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

M S C. Melville Shoe Corp., New York City. (R)

"M S C" Medallion-Canadian. Melville Shoe Corp., New York City. (R)

Mt. Vernon. Friedman Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Mudder. Hood Rubber Co., Watertown, Mass. (M)

Mudguard Over. Servus Rubber Co., Rock Island, Ill. (M)

Mudshu. Hood Rubber Co., Watertown, Mass. (M)

Mufti. The Abbott Co., Yarmouth, Me. (M)

Mulette. Stone Shoe Co., Inc., New York, N. Y.

Multifit. Firestone Footwear Co., Boston, Mass. (M)

Multnomah Shoe, The. Theo. Bergmann Shoe Mfg. Co., Inc., Portland, Ore. (M)

Municipal. Endicott-Johnson Corp., Endicott, N. Y. (M)

Murphy, J. D., Shoe. Quality Without Question. J. D. Murphy Shoe Co., Natick, Mass. (M)

Muscle Builders. Dr. A. Posner Shoe Co., Brooklyn, N. Y.

Muscle Tonic. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Musebeck Men's Double-Arch-Wear-Straight Shoes. Musebeck Shoe Co., Danville, Ill. (M)

Musher. The B. F. Goodrich Co., Akron, Ohio. (M)

Muskin, Built Like the Pyramids. The Muskin Shoe Co., Baltimore, Md. (M)

My Baby's Nature Shoe. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

My Boy Shoe, The. The Goding Shoe Co., Paris, Ill. (M)

My-Pals. Peter's Branch International Shoe Co., St. Louis, Mo. (M)

Myra-Pedic. Meyer-Rudolph Shoe Co., Chicago, Ill. (M)

Mytex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

N

Nahm-O-Pedic. Nahm Bros. Co., Inc., Philadelphia, Pa. (M)

"Naqua" Sole. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Narro-Rest Heel. Kurz & Lapidus, Inc., Brooklyn, N. Y. (M)

Nashno. National Shoe Co., Savannah, Ga. (W)

Nassau. Chicago Footwear Co., Chicago, Ill. (W)

Nassau. Nath'l Fisher & Co., New York City. (W)

Nassco. National Specialty Shoe Co., St. Louis, Mo. (W)

TRADE NAMES and BRANDS of SHOES

National. Endicott Johnson Corp., Endicott, N. Y. (M)

National. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

National Guard. Endicott Johnson Corp., Endicott, N. Y. (M)

National League. Cambridge Rubber Co., Rubber Co., Cambridge, Mass. (M)

National Maid. National Specialty Shoe Co., St. Louis, Mo. (W)

National Park Sportwalks. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

"National Play Shoes." Ramsey's, Inc., New York City. (M)

The Nation's Play Shoe. Edward J. Ramsey, New York, N. Y.

Natur-Aid Health Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Natural Baby Foot Developers. Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

Nature Bilt, The. Forbes & Wallace, Inc., Springfield, Mass. (R)

Natural Bridge Arch Shoe. Craddock-Terry Co., Lynchburg, Va. (M)

Naturalizers. Blue Ribbon Shoemakers, Inc., St. Louis, Mo. (M)

Natural Tread. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Nature. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Nature-Arch. Krippendorf-Dittman Co., Cincinnati, O. (M)

Nature-Mox. Nature Footwear Corp., Brewer, Me. (M)

Nature's Rival. Levy Shoe Co., Montgomery, Ala. (W)

Nature-Tred. Cambridge Rubber Co., Cambridge, Mass. (M)

Nature Tread. The Jos. P. Dunn Shoe & Leather Co., Denver, Col. (W)

Naturtred. J. J. Lattemann Shoe Mfg. Co. Inc., Brooklyn, N. Y. (M)

Nautilus. Converse Rubber Co., Malden, Mass. (M)

Navajo Sandals. Samuels Shoe Co., St. Louis, Mo. (M)

Navarre. Cambridge Rubber Co., Cambridge, Mass. (M)

Navy. Endicott Johnson Corp., Endicott, N. Y. (M)

Nebraska. Converse Rubber Shoe Co., Malden, Mass. (M)

Neenah. Neenah Shoe Co., Menasha, Wis. (M)

Neighborhood. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Neko. Mishawaka Rubber and Woolen Mfg. Co., Mishawaka, Ind. (M)

Nelson Boot. Hood Rubber Co., Watertown, Mass. (M)

Nettleton Shoe, The. A. E. Nettleton Shoe Co., Syracuse, N. Y. (M)

Nettleton Shoes of Worth. A. E. Nettleton Co., Syracuse, N. Y. (M)

Never Leak Chief. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Never Leak Imperial. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Newberry Tri-State. Jeff Newbury Co., Huntington, W. Va. (W)

Newbury Special. Jeff Newbury Co., Huntington, W. Va. (W)

New Hard Pan. Herold-Bertsch Shoe Co., Grand Rapis, Mich. (M)

Newport. Hood Rubber Co., Watertown, Mass. (M)

Newport. Phillips-Baker Rubber Co., Providence, R. I. (M)

Newton. Hood Rubber Co., Watertown, Mass. (M)

Newton Process. Newton Elkin Shoe Co., Philadelphia, Pa. (M)

New York. John Cramer & Son, Brooklyn, N. Y. (M)

New Value. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Ne-Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

Niagara. Peter's Branch International Shoe Co., St. Louis, Mo. (M)

Niagara. Hood Rubber Co., Watertown, Mass. (M)

Niblic. Cambridge Rubber Co., Cambridge, Mass. (M)

Nifty. Hood Rubber Co., Inc., Watertown, Mass. (M)

Nifty, The, $3.50. J. W. Carter Co., Nashville, Tenn. (M)

Nifty Boy. Endicott Johnson Corp., Endicott, N. Y. (M)

Nifty Galter. The Servus Rubber Co., Rock Island, Ill. (M)

Nifty Man. Endicott Johnson Corp., Endicott, N. Y. (M)

Nightingale. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Nikatogs. The Forbush Shoe Co., North Grafton, Mass. (M)

Nimble Foot. O'Donnell Shoe Co., St. Paul, Minn. (M)

Nimrod. Converse Rubber Shoe Co., Malden, Mass. (M)

Nimrod Moccasin Sport Type Footwear and Leather Topped Rubbers. Chas. R. Clark, Brewer, Me. (M)

Nisley Shoes. G. Edwin Smith, Columbus, Ohio. (M)

Nobby Tread. Curtis-Stephens-Embry Co., Reading, Pa. (M)

Noblesse. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Noebel's Clogs. P. J. Noebel & Co,. Brooklyn, N. Y. (M)

Noi-Z-Less (Toe Slippers). Ben & Sally Theatrical Footwear, New York, N. Y.

No-Korn. Peck Shoe Co., Worcester, Mass. (M)

No Mark. Endicott-Johnson Corp., Endicott, N. Y. (M)

Non Aqua. Geo. Strong Co., E. Weymouth, Mass. (M)

None But the Best. Stacy Adams Co., Brockton, Mass. (M)

None So Good. Hurley Shoe Co., Rockland, Mass. (M)

Norcross. R. T. Sawyer, Inc., Freeport, Me. (M)

Nord. Hood Rubber Co., Watertown, Mass. (M)

Nordic. Cambridge Rubber Co., Cambridge, Mass. (M)

Norka. The B. F. Goodrich Co., Akron, Ohio. (M)

Normalcy Arch Shoe, The. The Golding Shoe Co., Paris, Ill. (M)

Normal Tread-Foot Support. Paul C. Wolfer Co., Boston, Mass. (M)

Normal Tred Arch. Paul C. Wolfer Co., Boston, Mass.

Norman Bootee, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norman Driller, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norman Shoe, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Northerner Ribbed Over. The Servus Rubber Co., Rock Island, Ill. (M)

Northfield. Hood Rubber Co., Waterton, Mass. (M)

Northland. Endicott Johnson Corp., Endicott, N. Y. (M)

North Sea. Hood Rubber Co., Inc., Watertown, Mass. (M)

Norton Shoe, The. McCord Norton Shoe Co., St. Joseph, Mo. (M)

Norwood. Hood Rubber Co., Watertown, Mass. (M)

Nosco. New Oxford Shoe Co., New Oxford, Pa. (M)

No So No Tacks. Pedigo Weber Shoe Co., St. Louis, Mo. (M)

No-Tear. The Goodyear Rubber Co., Middletown, Conn. (M)

Notre-Dame. Cohen Adler Shoe Co., Baltimore, Md. (W)

Nouvelle. C. P. Ford & Co., Rochester, N. Y. (M)

Novel-Tee. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

"Novel-Tees." M. E. Haskell & Sons, Boston, Mass. (W)

Noxemal. Powell & Campbell, New York City. (W)

Nox 'Em All. H. E. Smith & Son, Inc., Worcester, Mass. (W)

Nox-Rox. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Nu-Baby. Nu Baby Shoe Co., East Saugus, Mass. (M)

Nu-Feeture Turn. H. G. Lumbard Shoe Co., Auburn, Me. (M)

Nugget. Brown Shoe Co., Inc., St. Louis, Mo. (M)

Nu-Life Arch (Air Cushion). Nu-Way Shoe Co., New York City. (W)

Nu-Matic Shoes (Men & Women). Rohn Shoe Mfg. Co., Milwaukee, Wis. (M)

Nu-Matic (Shoes for Men and Women). Nu-Matic Shoe Co., Milwaukee, Wis.

"Nu-Matic" Cushion Shoe. Freeman Shoe Corp., Beloit, Wis. (M)

NuMode Footwear Moderne. The Menihan Co., Rochester, N. Y. (M)

Nunn-Bush. Nunn, Bush & Weldon Shoe Co., Milwaukee, Wis. (M)

Nurse. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Nursease. Thomas G. Plant Corp., Boston, Mass. (M)

Nurse's Comfort. Dunham Bros. Co., Brattleboro, Vt. (W)

Nurse Shoes. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Nu-Style Brand-Ladies' Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Nusu. Hood Rubber Co., Watertown, Mass. (M)

Nut Cracker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Nu-Walk Cushion Comfort. Durand Shoe Co., Richmond, Me. (M)

Nu-Walk Cushion Comfort Arch Support. Durand Shoe Co., Richmond, Me. (M)

Nu-Way Air Cushion. Nu-Way Shoe Co., New York City, N. Y. (W)

Nu-Way-Welts. Newcomb-Anderson Shoe Co., Rochester, N. Y. (M)

Nu-Wonder Shoe (for children). Nu-Way Shoe Co., New York City. (W)

Nymph. Hood Rubber Co., Watertown, Mass. (M)

HEYWOOD SHOES
HEYWOOD TRADE MARK SHOE 1864
MADE BY HEYWOOD OF WORCESTER, MASS.

MATRIX SHOES FOR MEN

SIZES 4 TO 15
HU-MAN-IC ARCH
WIDTHS AAA TO EEEE
MEN'S SHOES
To Retail at $5 and $6
UNITED SHOE MANUFACTURING CO.
ST. LOUIS, MO.

TRADE NAMES and BRANDS of SHOES

O

Oak Calf. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Oakdale. Cambridge Rubber Co., Cambridge, Mass. (M)

Oak Fibre. Temple Shoe Co., Waupun, Wis. (M)

Oakland. Hood Rubber Co., Watertown, Mass. (M)

Oakley. Hood Rubber Co., Watertown, Mass. (M)

Oakwood. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

O Boy Shoe. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Ocelco Shoe, The. Old Colony Shoe Co., Brockton, Mass. (M)

Odessa. Hood Rubber Co., Watertown, Mass. (M)

O'Donnell Shoes. O'Donnell Shoe Co., St. Paul, Minn. (M)

O'Donnell. Thompson Shoe Co., Humboldt, Tenn. (M)

Officer. Endicott Johnson Corp., Endicott, N. Y. (M)

Officers. Goodwill Shoe Co., Holliston, Mass. (M)

Officer's Dress. Endicott Johnson Corp. Endicott, N. Y. (M)

Official. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Official Boy Scout Shoe, The. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Official-Five. Cambridge Rubber Co., Cambridge, Mass. (M)

O. G. Foot Retainer. O'Connor & Goldberg, Chicago, Ill.

Ogunquit. Lane Brothers Co., Boston, Mass. (W)

Oiltex. Cambridge Rubber Co., Cambridge, Mass. (M)

"Oh Lady." Melville Shoe Corp., New York City. (R)

"Oh Lady!"—Canadian. Melville Shoe Corp., New York City. (R)

Ojibwa Shoes. Chippewa Shoe Mfg. Co., Chippewa Falls, Wis. (M)

OK Fibre. Teeple Shoe Co., Waupun, Wis. (M)

Okay. Mishawaka Rubber and Woolen Mfg. Co., Mishawaka, Ind. (M)

Olathe Cow Boy Boots. C. H. Hyer & Sons, Olathe, Kan. (M)

Old Colony. Hood Rubber Co., Watertown, Mass. (M)

Old Colony Shoe. A Man's Decision. Old Colony Shoe Co., Brockton, Mass. (M)

Old Glory. Endicott Johnson Corp., Endicott, N. Y. (M)

Old Home. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Old Honesty. Hood Rubber Co., Watertown, Mass. (M)

Old North States. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Old Reliable. Endicott Johnson Corp., Endicott, N. Y. (M)

Olney. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Olympia. Currin-Greene Shoe Mfg. Co., Seattle, Wash. (M)

Olympic. Hood Rubber Co., Watertown, Mass. (M)

Olympic Sandals. The Jaffa Co., Los Angeles, Cal. (W)

Olympic Oxfords. The Jaffa Co., Los Angeles, Cal. (W)

Onanoff. Cambridge Rubber Co., Cambridge, Mass. (M)

Onega. Hood Rubber Co., Watertown, Mass. (M)

"One Good Turn Deserves Another." Dodge, Bliss & Perry Co., Inc., Newburyport, Mass. (M)

One Hundred Percent. Conrad Shoe Co., Brockton, Mass. (M)

Oneida. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Oneida. United States Rubber Co., New Brunswick, N. J. (M)

One of America's Quality Names. A. E. Nettleton Co., Syracuse, N. Y. (M)

Onli, The. Ramsey's, Inc., New York City. (M)

Onlie Five. The Braintree Shoe Co., South Braintree, Mass. (M)

Onlie Sport. The Braintree Shoe Co., South Braintree, Mas. (M)

Only Two Feet from Paris. G. A. Adams Shoe Co., Seabrook, N. H. (M)

Onset. The B. F. Goodrich Co., Akron, Ohio. (M)

Ontario. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Ontario. The B. F. Goodrich Co., Akron, Ohio. (M)

Ontario. Hood Rubber Co., Watertown, Mass. (M)

Ontario. Mocca Shoe Co., Rochester, N. Y. (M)

Ontario Arch. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

On the Job. J. W. Carter Co., Nashville, Tenn. (M)

Opener. Endicott Johnson Corp., Endicott, N. Y. (M)

Open Eye. Montgomery Shoe Co. of America, Inc., Milwaukee, Wis. (W)

Operaboot. Cambridge Rubber Co., Cambridge, Mass. (M)

Operashu. Cambridge Rubber Co., Cambridge, Mass. (M)

Oregon. Cambridge Rubber Co., Cambridge, Mass. (M)

Oregon. Hood Rubber Co., Watertown, Mass. (M)

Original Chippewa Shoes. Chippewa Shoe Mfg. Co., Chippewa Falls, Wis. (M)

Original Dr. Rubin. Rubin Shoe Co., New York City. (W)

Original Puss in Boots. (Soft Padded Sole Bootee.) Federal Slipper Co., Inc., New York City. (M)

Orkney. Hood Rubber Co., Watertown, Mass. (M)

Ormond. Hood Rubber Co., Watertown, Mass. (M)

"O R O." Williams-Marvin Co., San Francisco, Cal. (M)

Orofax. Nath'l Fisher & Co., New York City. (W)

Orono. Hood Rubber Co., Inc., Watertown, Mass. (M)

Ortho-Arch. Huntington Shoe & Leather Co., Huntington, Ind. (M)

Ortho Arch Health Aid Last. Central Shoe Co., St. Louis, Mo. (M)

Orthopraktor Shoes. W. O. Minor Shoe Mfg. Co., Atlanta, Ga. (M)

Osage. The Servus Rubber Co., Rock Island, Ill. (M)

Oshkosh Leather Tops. H. C. Roenitz Co., Oshkosh, Wis. (W)

Oshkosh Line (Work Shoes). H. C. Roenitz Co., Oshkosh, Wis. (W)

O-So. E. E. Taylor Corp., Boston, Mass. (M)

O So E Z E. Monroe Bros. & Co., Philadelphia, Pa. (W)

O-So-Eze. E. E. Taylor Corp., Boston, Mass. (M)

O-So-Good Arch. Crowder-Cooper Shoe Co., Indianapolis, Ind. (W)

O-So-Snug. E. E. Taylor Corp., Boston, Mass. (M)

O-So-Snug Arch Support. E. E. Taylor Corp., Boston, Mass. (M)

Ostend. Hood Rubber Co., Watertown, Mass. (M)

Ostee-path-ik Foot Fitter. Allen-Edmonds Shoe Corporation, Belgium, Wis. (M)

Osteos. Thos. G. Plant Corp., Boston, Mass. (M)

Ottawa. The B. F. Goodrich Co., Akron, Ohio. (M)

Our Family. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Our Gang. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Our I. M. Shoe. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

Our Leonard Shoe. I. Mathes & Sons Shoe Co., St. Louis, Mo. (W)

Our Special. Degner Shoe Mfg. Co., Milwaukee, Wis. (M)

O. U. Shu. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Outdoor Girl. L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Outgrown Before Outworn. Lancaster Shoe Co., Elizabethtown, Pa. (M) See Advt. Page 89.

Outing. Firestone Footwear Co., Boston, Mass. (M)

Outing. Goodwill Shoe Co., Holliston, Mass. (M)

Outing Stiles. For Recreation and Sports. Dolgeville Slipper Co., Inc., Dolgeville, N. Y.

Outlook. Hood Rubber Co., Watertown, Mass. (M)

Over Globe Shoe. Bridgewater Workers Cooperative Asso., Bridgewater, Mass. (M)

Overland. Leonard & Barrows, Inc., Middleboro, Mass. (M)

Over Size. The Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Ozark. Mishakawa Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

P

"P. & C." Shoe. Powell & Campbell, New York City. (W)

Pac. The B. F. Goodrich Co., Akron, Ohio. (M)

Pacemaker. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pacer. Hood Rubber Co., Watertown, Mass. (M)

Pacer. Lane Bros. Co., Boston, Mass. (W)

Pacific. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Pacific. Hood Rubber Co., Inc., Watertown, Mass. (M)

Packard Arch Aid Shoe for Men. M. A. Packard Co., Brockton, Mass. (M)

Packard Shoe, The. M. A. Packard Co., Brockton, Mass. (M)

Packard Shoe (Junior). The M. A. Packard Co., Brockton, Mass. (M).

Paddy. Melville Shoe Corp., New York City. (R)

"Paddy"—Canadian. Melville Shoe Corp., New York City. (R)

Paddy Heel. Melville Shoe Corp., New York City. (R)

Pall Mall. Cambridge Rubber Co., Cambridge, Mass. (M)

Palm Beach Sports. Platell Shoe Co., New York City. (W)

Palmetto. Endicott Johnson Corp., Endicott, N. Y. (M)

Pals. Marion Shoe Co., Marion, Ind. (M)

Pals. Pennington Trade Builder Shoe Co., Chicago, Ill. (M)

Pamela. Stern's, New York, N. Y. (R)

Pan-Flex. Lynn Moccasin & Shoe Mfg. Co., Lynn, Mass. (M)

Panola. The B. F. Goodrich Co., Akron, Ohio. (M)

Papoose. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Papoose Moccasin. F. A. Parker Co., Marblehead, Mass. (M)

P. & R. Peiser-Russell, Inc., San Francisco, Cal. (W)

Para. Endicott Johnson Corp., Endicott, N. Y. (M)

Paracord. Endicott Johnson Corp., Endicott, N. Y. (M)

Paracord Blade Knight. Endicott-Johnson Corp., Endicott, N. Y. (M)

Paracrepe. Endicott Johnson Corp., Endicott, N. Y. (M)

Parade. Peter's Branch International Shoe Co., St. Louis, Mo. (M)

Paradise Shoes—She Walks in Beauty. Brauer Bros. Shoe Co., St. Louis, Mo. (M)

Parafoti. Joe Parafoti, New York, N. Y.

Paramount. Paramount Shoe Mfg. Co., St. Louis, Mo. (M)

Para Tread. Endicott Johnson Corp., Endicott, N. Y. (M)

TRADE NAMES and BRANDS of SHOES

Par Excellence. Levy Shoe Co., Montgomery, Ala. (W)

Par Golf. Endicott-Johnson Corp., Endicott, N. Y. (M)

Paris. Cambridge Rubber Co., Cambridge, Mass. (M)

Paris Cling Tite Heel. Sarubbi Shoes, Inc., Brooklyn, N. Y. (M)

Paris Mode (Womens). C. W. Marks Shoe Co., Chicago, Ill. (W)

Paristyle. Paristyle Footwear Mfg. Co., Inc., New York City. (M)

Park. Hood Rubber Co., Watertown, Mass. (M)

Parkwood. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Par. George Glaser, Scranton, Pa.

Par Value. Brown Shoe Co., St. Louis, Mo. (M)

Pasadena. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Patco-Brand. Paul A. Tuschick & Co., Inc., New Orleans, La. (W)

Pathfinder. Graham Bumgarner Co., Parkersburg, W. Va. (M)

Patricia. H. E. Ackerman, Boston, Mass. (W)

Patrician. Faunce & Spinney, Inc., Lynn, Mass. (M)

Patrick Henry. J. W. Carter Co., Nashville, Tenn. (M)

Patriot. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Patrolman. Endicott Johnson Corp., Endicott, N. Y. (M)

Patroon. Smith & Herrick Co., Albany, N. Y. (M)

Paul Jones. Nath'l Fisher & Co., New York City. (W)

Paul Junior Shoes for Boys. Nath'l Fisher & Co., New York City. (W)

Pavement Pounders. Melville Shoe Corp., New York City. (R)

Pavlova. The B. F. Goodrich Co., Akron, Ohio. (M)

Payree. The Servus Rubber Co., Rock Island, Ill. (M)

Peach. Roberts, Johnson & Rand, Branch Internatitonal Shoe Co., St. Louis, Mo. (M)

Peacock Shoes. Boyd Welsh Shoe Co., St. Louis, Mo. (M)

Peacock Modi-Pois Arch. Boyd-Welsh Shoe Co., St. Louis, Mo. (M)

Pearl. Hutchinson-Winch, Branch International Shoe Co., Boston, Mass. (W)

Peck. Peck Shoe Co., Worcester, Mass. (M)

Peda-genic. Julius Altschul & Son, Brooklyn, N. Y. (M)

Pedalic Arch. Croston, O'Brien Shoe Co., Haverhill, Mass. (M)

Ped-a-Pivot. Brown Shoe Co., St. Louis, Mo. (M)

Ped-a-Pivot Health Feature. Central Shoe Co., St. Louis, Mo. (M)

Ped-Archo. Cushman Hollis Co., Auburn, Me. (M)

Pedemode. Julius Grossman, Inc., Brooklyn, N. Y. (M)

Pedi-Craft Shoes. H. W. Merriam Shoe Co., Baltimore, Md. (M)

Pedi Kraft. Benjamin Schwartz, New York, N. Y.

Pedigo Style. Pedigo Lake Shoe Co., St. Louis, Mo. (M)

Pedi-Processed. Glaser Shoe Co., San Francisco, Cal. (W)

Pedi Walk. Herman Rubin, New York, N. Y.

"Pedo-Flex" Shoes. Sherwood Shoe Co., Rochester, N. Y. (M)

Pedomic. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Ped-O-Matic. Central Shoe Co., St. Louis, Mo. (M)

Pe-Dom-Ic. S. Dalsimer & Sons, Philadelphia, Pa.

Pedro. The B. F. Goodrich Co., Akron, Ohio. (M)

Pedro. Hood Rubber Co., Inc., Watertown, Mass. (M)

Peek-A-Boo. S. Freiburger & Bro. Co., Fort Wayne, Ind. (W)

Peerless Smart Littleways. The Peerless City Shoe Co., Portsmouth, Ohio. (M)

Peg-Arch. Holland Shoe Co., Holland, Mich. (M)

Peggy. Endicott Johnson Corp., Endicott, N. Y. (M)

Peg-O-Ped. Holland Shoe Co., Holland, Mich. (M)

Pels. A. E. Little Co., Lynn, Mass. (M)

Penco. J. C. Penny Co., Wilmington, Del.

Pennant. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Penn Pride. Monroe Bros. & Co., Philadelphia, Pa. (W)

Penta-Pedic. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Penza. Hood Rubber Co., Watertown, Mass. (M)

Peoria. Chicago Footwear Co., Chicago, Ill. (W)

Peppies. The Merrimack Shoe Mfg. Co., Lowell, Mass. (M)

Peppy Peggy. Paul J. Richard Co., Farmington, N. H. (M)

Pep. Bowling and Outing Shoes. Kambach & Kettman, Inc., Davenport, Iowa. (W)

Pep-Stop. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Perfect Ease. Central Shoe Co., St. Louis, Mo. (M)

Perfect Model Shoe, The. Crossett Shoe Co., Boston, Mass. (M)

Perkins-Smith Perfect-O. Perkins-Smith Shoe Corp., Rochester, N. Y. (M)

Permastitch-Toe Slipper. S. Capezio, New York City. (M)

Pershing. Chicago Footwear Co., Chicago, Ill. (M)

Pershing. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Persia. Chicago Footwear Co., Chicago, Ill. (W)

Persian. Hood Rubber Co., Inc., Watertown, Mass. (M)

Perth. A. G. Spalding & Bros., New York, N. Y. (M)

Pete & Peggy. Southern Shoe Mfg. Co., Inc., Hagerstown, Md. (M)

Peter Long Ears. Mondl Mfg. Co., Inc., Oshkosh, Wis. (M)

Peter Pan. Cambridge Rubber Co., Cambridge, Mass. (M)

Peter Pan. Phillips-Baker Rubber Co., Providence, R. I. (M)

Peter Pan. A. W. Tedcastle Co., Boston, Mass. (W)

Peter Piper. Brown Shoe Co., St. Louis, Mo. (M)

Peter Pumpkin. Lane Brothers Co., Boston, Mass. (W)

Peter Rabbitt. A. W. Tedcastle Co., Boston, Mass. (W)

Peters Diamond Brand Shoes. International Shoe Co., St. Louis, Mo. (M)

Peters Flexible Arch. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Petite. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Phantom. Hood Rubber Co., Watertown, Mass. (M)

Phantom of the Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Philadelphia Made. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Philadelphia Maid. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Phipp's Custom-Built. Phipps Shoe Co., Inc., Omaha, Neb. (M)

Phlexopedic. M. A. Packard Co., Brockton, Mass. (M)

"Phog Allen" Basket Ball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

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THE MARK OF QUALITY

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MORSE & ROGERS
NEW YORK BRANCH
INTERNATIONAL SHOE CO., Inc.

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A FAST FOUR DOLLAR SELLER

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The Billiken Shoe

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made by
McELROY-SLOAN
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TRADE NAMES and BRANDS of SHOES

"Phog Allen Jr." Shoe, The. The Servus Rubber Co., Rock Island, Ill. (M)

Phyllis. Cambridge Rubber Co., Cambridge, Mass. (M)

Physical Culture. Ground Gripper Shoe Co., Inc., Brooklyn, N. Y. (M)

Physical Culture Shoes for Men. Chas. E. Lynch Shoe Mfg. Co., Inc., Brockton, Mass. (M)

Pic Pac. Cambridge Rubber Co., Cambridge, Mass. (M)

Picture of Baby in Shoe or Moccasin. Mrs. Day's Ideal Baby Shoe Co., Inc., Danvers, Mass. (M)

(Picture of three ladies). Three Sisters, Inc., New York, N. Y.

Pickwick (Men's Shoes). Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Piedmont. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Piedmont. H. Wilensky & Sons Co., Atlanta, Ga. (W)

Pied Piper. Marathon Shoe Co., Wausau, Wis. (M)

Piekenbrock Shoe, The. E. B. Piekenbrock & Sons Co., Dubuque, Iowa. (M)

Pilgrim. Hood Rubber Co., Inc., Watertown, Mass. (M)

Pillsfut. Ideal Shoe Mfg. Co., Milwaukee, Wis. (M)

Pilot. The Pilot Shoe Co., Baltimore, Md. (W)

Pinehurst Golf Shoe, The. The Abbott Co., Yarmouth, Me. (M)

Pinto. Endicott Johnson Corp., Endicott, N. Y. (M)

Pioneer. Goodyear Rubber Co., Middletown, Conn. (M)

Pioneer. Graham Baumgarner Co., Parkersburg, W. Va. (W)

Pioneer. Phillips-Baker Rubber Co., Providence, R. I. (M)

Pioneer Surgical Shoe. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Pippin Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Pirate. Cambridge Rubber Co., Cambridge, Mass. (M)

Pit Pat. Dunham Bros. Co., Brattleboro, Vt. (W)

Pittsfield. Hood Rubber Co., Watertown, Mass. (M)

P. J. Noebel's Wood Sole Boots, Shoes and Slippers. P. J. Noebel & Co., Brooklyn, N. Y. (M)

Pla-Mate. The A. & H. Mfg. Co., Delaware, Ohio. (M)

Plamoc. The Mondl Mfg. Co., Oshkosh, Wis. (M)

Pla Moc. Johns Tilt Shoe Co., Los Angeles, Cal. (M)

Pla-Mor. Sherwood Shoe Co., Rochester, N. Y. (M)

Pla-Mox. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

Planter. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Planter. Hood Rubber Co., Watertown, Mass. (M)

Plastic Shoe. Thayer-McNeil Co., Boston, Mass. (R)

Pla-Time. Endicott Johnson Corp., Endicott, N. Y. (M)

Plata. Thomas S. Childs, Inc., Holyoke, Mass. (R)

Pla-Welt. Endicott Johnson Corp., Endicott, N. Y. (M)

Play Day. Brown Shoe Co., St. Louis, Mo. (M)

Playfellow. Walkrite Shoe Co., Chicago, Ill. (M)

Playflex. Kreider-Creveling Shoe Co., Boston, Mass. (W)

Playground. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Play Kicks. Servus Rubber Co., Rock Island, Ill. (M)

Play. Cambridge Rubber Co., Cambridge, Mass. (M)

Play. Goodwill Shoe Co., Holliston, Mass. (M)

Play House. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Playland. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Play Pals. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Play-Proof. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Playrite. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Play-Rite. Cambridge Rubber Co., Cambridge, Mass. (M)

Play Shoe. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Play-Shu. Dunham Bros. Co., Brattleboro, Vt. (W)

Pla-Shu. The Mondl Mfg. Co., Oshkosh, Wis. (M)

Play-Shu. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Pli-Arch. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Plio. The United States Shoe Co., Cincinnati, Ohio. (M)

Plowman Shoe, The. Winchell Shoe Mfg. Co., Natick, Mass. (M)

Plowman. Goodwill Shoe Co., Holliston, Mass. (M)

Plowshu. Hood Rubber Co., Watertown, Mass. (M)

Pluck. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pluck Special Health Shoes. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Plus Fours (Men's Welts). Smith & Herrick Co., Albany, N. Y. (W)

Plus Six Shoes. Kaufman Department Stores, Inc., Pittsburgh, Pa. (R)

Plus-Style Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Plymouth. Hood Rubber Co., Watertown, Mass. (M)

Plymouth. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (M)

Plymouth. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Plymouth. Phillips-Baker Rubber Co., Providence, R. I. (M)

Pocahontas. Brown Shoe Co., St. Louis, Mo. (M)

Pocahontas Leather Slippers. Shields Consolidated, Inc., Bombay, N. Y. (M)

Pocahontas Turn Slippers. Shields Consolidated, Inc., Bombay, N. Y. (M)

Pogo. Brown Shoe Co., St. Louis, Mo. (M)

Poise-Modelle. McElroy-Sloan Shoe Co., St. Louis, Mo. (M)

Poise Modelle. Universal Shoe Mfg. Co., Lynchburg, Va. (M)

Pola. Cambridge Rubber Co., Cambridge, Mass. (M)

Polar. Montague Rubber Co., Inc., Norfolk, Va. (W)

Polaris. The B. F. Goodrich Co., Akron, Ohio. (M)

Police. Endicott Johnson Corp., Endicott, N. Y. (M)

Police. Goodwill Shoe Co., Holliston, Mass. (M)

Poll Parrot. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Pollyana Health Shoes. A. S. Kreider Shoe Co., Annville, Pa. (M)

Polly Junior. Nath'l Fisher & Co., New York City. (W)

Polly Preston. Nath'l Fisher & Co., New York City. (W)

Polo. Endicott Johnson Corp., Endicott, N. Y. (M)

Polo Boot. Phillips-Baker Rubber Co., Providence, R. I. (M)

Poltava. Hood Rubber Co., Watertown, Mass. (M)

Poncho. Converse Rubber Shoe Co., Malden, Mass. (M)

Pontiac. The B. F. Goodrich Co., Akron, Ohio. (M)

Pontiac's Ponti-Ped. Pontiac Shoe Mfg. Co., Pontiac, Ill. (M)

Popular. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Portage. The B. F. Goodrich Co., Akron, Ohio. (M)

Portage Shoes. Portage Shoe Mfg. Co., Portage, Wis. (M)

Portage Shoes—Typically Young and Mannish. Portage Shoe Mfg. Co., Portage, Wis. (M)

Portland. Hood Rubber Co., Watertown, Mass. (M)

Port-O-Pedic. Portage Shoe Mfg. Co., Portage, Wis. (M)

Portrait of W. L. Douglas. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Posner-Pedic Shoes. Dr. A. Posner Shoes, Inc., Brooklyn, N. Y. (M)

Posner Special. Posner & Ginsberg Shoe Co., Inc., New York City. (M)

Postman. Goodwill Shoe Co., Holliston, Mass. (M)

Postman. Hood Rubber Co., Watertown, Mass. (M)

Postshu. Hood Rubber Co., Watertown, Mass. (M)

Potomac. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Powder Metal Workers. Honesdale Union Stamp Shoe Co., Honesdale, Pa. (M)

Powerbilt. Roberts Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Powerful. Endicott Johnson Corp., Endicott, N. Y. (M)

"Premier, Made by." Premier Shoe Co., Inc., Long Island City, N. Y.

Premier. The B. F. Goodrich Co., Akron, Ohio. (M)

Premium Brand. George W. Hubler Shoe Co., Auburn, Pa. (M)

Premium Brand Shoes. Gramling & Collinsworth, Atlanta, Ga. (W)

Prep. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Prep. Hood Rubber Co., Watertown, Mass. (M)

Prep. Mocca Shoe Co., Rochester, N. Y. (M)

Prescription. A. E. Little Co., Lynn, Mass.

President. Central Shoe Co., St. Louis, Mo. (M)

Presto. Cambridge Rubber Co., Cambridge, Mass. (M)

Preston. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Prety Shoes for Women. The P. Sullivan Co., Cincinnati, Ohio. (M)

Preventor. Watson Shoes, Inc., Stoughton, Mass. (M)

Prince. Hood Rubber Co., Watertown, Mass. (M)

Prince of Wales Welts. Meyer Bros. Shoe Co., Inc., Brooklyn, N. Y. (M)

Princess. Brown Shoe Co., St. Louis, Mo. (M)

Princess Ann. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Princess Chic. Graham Bumgarner Co., Parkersburg, W. Va. (W)

Princess Pat. Geo. E. Keith Co., Brockton, Mass. (M)

Princess Peggy. Goldie Shoe Co., Los Angeles, Cal. (W)

Princess Xenia. Xenia Shoe Mfg. Co., Xenia, Ohio. (M)

Princeton. H. E. Ackerman, Boston, Mass. (W)

Princeton. The B. F. Goodrich Co., Akron, Ohio. (M)

Princeton. Hood Rubber Co., Watertown, Mass. (M)

Princetown. Craddock Terry Co., Lynchburg, Va. (M)

Prince Victor. Dunham Bros. Co., Brattleboro, Vt. (W)

Priscilla. H. E. Ackerman, Boston, Mass. (W)

Priscilla. Cambridge Rubber Co., Cambridge, Mass. (M)

Priscilla Fashion Footwear. The Priscilla Shoe Co., Somersworth, N. H. (M)

Pritimiss. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Prize Winner. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Producter. Lane Bros. Co., Boston, Mass. (W)

Professional Shoe. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Professional. Converse Rubber Shoe Co., Malden, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Professor. Thos. S. Childs, Inc., Holyoke, Mass. (R)

Progress. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Prophylactic. Ault-Williamson Shoe Co., Auburn, Me.

Propr-Bilt. O'Donnell Shoe Co., St. Paul, Minn. (M)

Propr-Bilt. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Propr-Bilt. The Servus Rubber Co., Rock Island, Ill. (M)

Propr-Bilt, Junior. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Prosperity. McElroy-Sloan Shoe Co., St. Louis, Mo. (M)

Pro-Star. Cambridge Rubber Co., Cambridge, Mass. (M)

Pro-tec-o Arch. Pioneer Shoe Mfg. Co., Kansas City, Mo. (M)

Protector. Hood Rubber Co., Watertown, Mass. (M)

Protector. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Protex Arch. The United States Shoe Co., Cincinnati, Ohio. (M)

Proud Product of Brooklyn, The. Seymour Troy & Co., Brooklyn, N. Y. (M)

Proven Arch Shoe. Racine Shoe Mfg. Co., Racine, Wis. (M)

Pullman. M. Gustin Co., New York City. (M)

Pumpette. The Miller Rubber Co., Akron, Ohio. (M)

Punch & Judy. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Purdue. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Puritan. Hood Rubber Co., Watertown, Mass. (M)

Puritan. Geo. E. Keith Co., Brockton, Mass. (M)

Puritan. McElroy-Sloan Shoe Co., St. Louis, Mo. (M)

Pursuit Boot. Teeple Shoe Co., Waupun, Wis.

Pursuit. Temple Shoe Co., Waupun, Wis. (M)

Putney Products. Stephen Putney Shoe Co., Richmond, Va. (W)

Putt-Boot. Marion Shoe Co., Marion, Ind. (M)

Put Together a Little Better. Knights Allen Co., Inc., Haverhill, Mass. (M)

Q

Quaker. Hood Rubber Co., Watertown, Mass. (M)

Quaker Kids. Sam Levy & Co., Nashville, Tenn. (W)

Quality. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Quality First. M. Wolf & Sons, Inc., Brooklyn, N. Y. (M)

Quality Five Shoe—$5. J. W. Carter Co., Nashville, Tenn. (M)

Quality Shoes (For Women). Sidney Glass, Los Angeles, Cal. (W)

Quality Stitchdowns. Collingwood Shoe Co., Inc., Endicott, N. Y. (M)

Quality Stitchdowns. Endicott Johnson Corp., Endicott, N. Y. (M)

Quarter-Kalf. Cambridge Rubber Co., Cambridge, Mass. (M)

Quebec. The B. F. Goodrich Co., Akron, Ohio. (M)

Queen. Hood Rubber Co., Watertown, Mass. (M)

Queen. Thos. G. Plant Corp., Boston, Mass. (M)

"Queen Anne" Line. Tober-Saifer Shoe Co., Inc., St. Louis, Mo. (W)

Queen Louise Picture. Thos. G. Plant Corp., Boston, Mass. (M)

Queen of Comfort Cushion Sole. Durant Shoe Co., Richmond, Me. (M)

Queen Marie. C. W. Marks Shoe Co., Chicago, Ill. (W)

Queen Quality. International Shoe Co., St. Louis, Mo. (M)

Quinby Shoes by Stacy Adams. Stacy Adams Co., Brockton, Mass. (M)

Quincy. Chicago Footwear Co., Chicago, Ill. (W)

Quincy. Hood Rubber Co., Watertown, Mass. (M)

R

Racer. Hood Rubber Co., Watertown, Mass. (M)

Racine Shoe, The. Racine Shoe Mfg. Co., Racine, Wis. (M)

Racquet. The B. F. Goodrich Co., Akron, Ohio. (M)

Radcliff. Faunce & Spinney, Inc., Lynn, Mass. (M)

Radio. Cambridge Rubber Co., Cambridge, Mass. (M)

Radio Ez. Nath'l. Fisher & Co., New York City. (W)

Radio-Tyme. L. B. Evans Sons Co., Wakefield, Mass. (M)

Radio Welts. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Railroad. Goodwill Shoe Co., Holliston, Mass. (M)

Railroader. Endicott Johnson Corp., Endicott, N. Y. (M)

Railshu. Hood Rubber Co., Watertown, Mass. (M)

Rainbeau. Phillips-Baker Rubber Co., Providence, R. I. (M)

Rainbow Sandals. The Jaffa Co., Los Angeles, Cal. (W)

Rain-R-Shine. Brown Shoe Co. (M)

Raintogs. Hood Rubber Co., Watertown, Mass. (M)

Raja Heavy Work Rubber. The Servus Rubber Co., Rock Island, Ill. (M)

Ralph Jones, Jr. The Servus Rubber Co., Rock Island, Ill. (M)

Ralph Jones "Professional" Basketball Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Ralston. Doyle Shoe Co., Brockton, Mass. (M)

Ralston Health. Doyle Shoe Co., Brockton, Mass. (M)

Rambler. Hood Rubber Co., Watertown, Mass. (M)

Rambler. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

"Ramsey's Big Three." Ramsey's, Inc., New York City. (M)

Ramsey's Flexibles. Ramsey's Inc., New York City. (M)

Ramsey's—They Cannot Rip. Ramsey's, Inc., New York City. (M)

Randolph. Cambridge Rubber Co., Cambridge, Mass. (M)

Randolph. Hood Rubber Co., Watertown, Mass. (M)

Ranger. Endicott Johnson Corp., Endicott, N. Y. (M)

Ranger. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Ranger. Teeple Shoe Co., Waupun, Wis. (M)

Rangeley Moccasins. G. H. Bass & Co., Wilton, Me. (M)

Rainier. Melze Alderton Shoe Co., Saginaw, Mich. (W)

Ranyday. Phillips Baker Rubber Co., Providence, R. I. (M)

Rapid Transit. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Rautex "Knockabouts" (Sport Sandals). S. Rauh & Co., New York, N. Y. (M)

Rawhide Boot. Converse Rubber Shoe Co., Malden, Mass. (M)

Raynboot. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynbows. Cambridge Rubber Co., Cambridge, Mass. (M)

THE Doctor SHOE
FOOT HEALTH FOR MEN
$5 — $6
UNION MADE
THE Racine SHOE
RACINE SHOE MANUFACTURING CO.
RACINE, WISCONSIN
Since 1902

Crawford Shoes
FOR MEN AND BOYS
The EATON Shoe
FOR MEN
CHAS. A. EATON CO., Brockton, Mass.

Skeezix
OUTGROWN BEFORE OUTWORN
FINE JUVENILE WELTS
LANCASTER SHOE CO., Elizabethtown, Pa.

TRADE NAMES and BRANDS of SHOES

Rayn-Clog. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynette. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayn-Flex. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynshod. Cambridge Rubber Co., Cambridge, Mass. (M)

Raynshu. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayn-Suede. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntips. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntite. Cambridge Rubber Co., Cambridge, Mass. (M)

Rayntogs. Cambridge Rubber Co., Cambridge, Mass. (M)

Ray-O-Pedic. Samuel L. Bass Shoe Co., Inc., New York City. (W)

Reading. The B. F. Goodrich Co., Akron, Ohio. (M)

Real-Arch. Peters, Branch of International Shoe Co., St. Louis, Mo. (M)

Real Ease. Durand Shoe Co., Richmond, Me. (M)

Real Ease Arch-Support Shoe. Durand Shoe Co., Richmond, Me. (M)

Real Exy. Solnit & Shapiro Shoe Co., Los Angeles, Cal. (W)

Real Fast. Endicott Johnson Corp., Endicott, N. Y. (M)

Real Rest. Central Shoe Co., St. Louis, Mo. (M)

Real-Rest. Fern & Poor Co., Inc., Newburyport, Mass. (M)

Real Shoemakers, The. The Forbush Shoe Co., North Grafton, Mass. (M)

Real Thing. Geo. D. Witt Shoe Co., Southern Dept., Craddock-Terry Co., Lynchburg, Va. (M)

Reaper. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Research. S. J. Brouwer Shoe Co., Milwaukee, Wis. (M)

Recreation. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Recreation. Hood Rubber Co., Watertown, Mass. (M)

Recreator. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Red Ace. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Redbird. Hood Rubber Co., Inc., Watertown, Mass. (M)

Red Boot in Sporting, Stormking and Short. The Servus Rubber Co., Rock Island, Ill. (M)

Red Chief. Endicott-Johnson Corp., Endicott, N. Y. (M)

Red Cross Shoe, The. The United States Shoe Co., Cincinnati, Ohio. (M)

Red Dragon. Cambridge Rubber Co., Cambridge, Mass. (M)

Reddy. Converse Rubber Shoe Co., Malden, Mass. (M)

Red Eagle. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Red Flash. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Red Fox. Hood Rubber Co., Watertown, Mass. (M)

Red Goose. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Redhall. Hood Rubber Co., Watertown, Mass. (M)

Red King. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Redman. Hood Rubber Co., Watertown, Mass. (M)

Red Ribbon. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Red Riding Hood. Craddock-Terry Co., Lynchburg, Va. (M)

Red Riding Hood Turns. Craddock-Terry Co., Lynchburg, Va. (M)

Red Rock. Hood Rubber Co., Watertown, Mass. (M)

Red School House. Marathon Shoe Co., Wausau, Wis. (M)

Red Tip. B. A. Corbin & Son Co., Marlboro, Mass. (M)

Red Tip. Greene, Anthony & Co., Providence, R. I. (W)

Red Tip. The Western Shoe Co., Toledo, Ohio. (W)

"Red-Tip" Shoes. Keehn Brothers, Chicago, Ill. (W)

Red Top. Hood Rubber Co., Watertown, Mass. (M)

Red Top Band. The B. F. Goodrich Co., Akron, Ohio. (M)

Red Tread. Hood Rubber Co., Watertown, Mass. (M)

Red Triangle Shoes. Consolidated Shoe Co., Inc., Lynchburg, Va. (W)

Red Vamp. Hood Rubber Co., Watertown, Mass. (M)

Red Wing Shoes. Red Wing Shoe Co., Red Wing, Minn. (M)

Redwood. Hood Rubber Co., Watertown, Mass. (M)

Reece's E. Z. Walking Rocker Bottom Wooden Sole Footwear. Reece Wooden Sole Shoe Co., Inc., Columbus, Neb. (M)

Reed Arch Prop. E. P. Reed & Co., Rochester, N. Y. (M)

Reedform. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Soft Tread. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Modette. E. P. Reed & Co., Rochester, N. Y. (M)

Reed's Varsity Girl. E. P. Reed & Co., Rochester, N. Y. (M)

Referee. Hood Rubber Co., Watertown, Mass. (M)

Regal Ease. Regal Shoe Co., Whitman, Mass. (M)

Regal (Knit Wool Boot). Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Regal Nature's Doctor. Regal Shoe Co., Whitman, Mass. (M)

Regal Shoes. Regal Shoe Co., Whitman, Mass. (M)

Regulator. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Reider's Goodyear Welt. Reider Shoe Mfg. Co., Inc., Schuylkill Haven, Pa. (M)

Reign Beau Arch. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Relax Arch. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Relax Feltwear. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Relay. Cambridge Rubber Co., Cambridge, Mass. (M)

Relay. The B. F. Goodrich Co., Akron, Ohio. (M)

Re Lax. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

"Relax" Slippers. The Big "K" Shoe Co., Cincinnati, Ohio. (M)

Releaf. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Re Leaf Cushion Comfort. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Re-Leve-U. Adams Bros., Pittsfield, N. H. (M)

Reliable. Endicott-Johnson Corp., Endicott, N. Y. (M)

Reliable Jefferson Shoe. The Copeland & Ryder Co., Jefferson, Wis. (M)

Reliance. Hood Rubber Co., Watertown, Mass. (M)

Relief. The P. Hagerty Shoe Co., Washington, Ohio. (M)

Relief. Geo. E. Keith Co., Brockton, Mass. (M)

Repeater. Brown Shoe Co., St. Louis, Mo. (M)

Replace-Kaf. Cambridge Rubber Co., Cambridge, Mass. (M)

Repose Arch. Thos. G. Plant Corp., Boston, Mass. (M)

Reputation. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rescue. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Resistol. International Shoe Co., Manchester, N. H. (M)

Resistor. Hood Rubber Co., Watertown, Mass. (M)

Resolute. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rest. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rest Assured. Nath'l Fisher & Co., New York City. (W)

Rester. Milford Shoe Co., Milford, Mass. (M)

Restform. Endicott-Johnson Corp., Endicott, N. Y. (M)

Restful. Endicott-Johnson Corp., Endicott, N. Y. (M)

Restful. Greene, Anthony & Co., Providence, R. I. (W)

Restful Arch. Anwelt Shoe Mfg. Co., Athol, Mass. (M)

Rest Haven, Perfect Foot Support Shoe. Axman-Weiss Shoe Co., Chicago, Ill. (W)

Rest Hour Comfort. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Rest-Rite. Comfort Slippers. The Athletic Shoe Co., Chicago, Ill. (M)

Restwell. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Reversett. Cambridge Rubber Co., Cambridge, Mass. (M)

Re-Ward Shoes. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Rex. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

R-e-z. C. Gotzian & Co., St. Paul, Minn. (M)

R-e-z. Arch C. Gotzian & Co., St. Paul, Minn. (M)

R-e-z. Arch. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Rhino-Hide. The Miller Rubber Co., Akron, Ohio. (M)

Rhoda. Greene, Anthony & Co., Providence, R. I. (M)

Ribber. The B. F. Goodrich Co., Akron, Ohio. (M)

Rickard Feminine Footwear. The Rickard Shoe Co., Haverhill, Mass. (M)

Ricon Process. Rice-O'Neill Shoe Co., St. Louis, Mo. (M)

Ridgewood. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Riddell Non-Slip Athletic Shoes. John T. Riddell, Inc. Chicago, Ill.

Rightfit Arch. R. H. Lane & Co., Inc., Toledo, Ohio. (W)

Right Walk. B. & P. Footwear Co., Inc., Oswego, N. Y. (M)

Riley's Arch Relief. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Ringside. The B. F. Goodrich Co., Akron, Ohio. (M)

Rio Rita. Carl Spector Co., Boston, Mass. (W)

Rita Sandal. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Rita Step-In. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Rite-Fit. Stevens Soft Sole Shoe Co., Salem, Mass. (M)

Rite Poise. Jellerson-Rafter Co., Norway, Me. (M)

Ritz. Firestone Footwear Co., Boston, Mass. (M)

Ritzi Miss. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Ritz Imperial. Firestone Footwear Co., Boston, Mass. (M)

Ritzy. The B. F. Goodrich Co., Akron, Ohio. (M)

Rival. Melville Shoe Corp., New York City. (R)

"Rival"—Canadian. Melville Shoe Corp., New York City. (R)

Rival Fish. Melville Shoe Corp., New York City. (R)

"Rival Instant Com-Foot." Melville Shoe Corp., New York City. (R)

Rival Masthead. Melville Shoe Corp., New York City. (R)

Rival Rosin. Melville Shoe Corp., New York City. (R)

TRADE NAMES and BRANDS of SHOES

Rival Shoes for Men. Melville Shoe Corp., New York City. (R)

Rival Spotlight. Melville Shoe Corp., New York City. (R)

Rival Store Front. Melville Shoe Corp., New York City. (R)

Riverdale. Hood Rubber Co., Watertown, Mass. (M)

"Riviera." The Central Shoe Co., St. Louis, Mo. (M)

R. N. The Braintree Shoe Co., South Braintree, Mass. (M)

R. N. Shoe Officially Endorsed. Samuel Shapiro, Brookline, Mass.

Roadmaker. Goodwill Shoe Co., Holliston, Mass. (M)

Roadster. Cambridge Rubber Co., Cambridge, Mass. (M)

Robert F. Harley. The H. C. Godman Co., Columbus, Ohio. (M)

Roberts Johnson and Rand. Roberts, Johnson and Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Robertson Comforts. Robertson Shoe Co., Minneapolis, Minn. (M)

Robin Hood. Central Shoe Co., St. Louis Mo. (M)

Robinson Crusoe. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Robyn Arch Suppert. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Robyn Health Mode in Conjunction With Figure of a Bird. Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Rochampton. Hood Rubber Co., Watertown, Mass. (M)

Rochester Special. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Rock Bottom. The Servus Rubber Co., Rock Island, Ill. (M)

Rock Bred. Jaffee, Cohen & Lang, Inc., New York, N. Y.

Rocker Bottom (Go up and down stairs in them). Reece Wooden Sole Shoe Co., Inc., Columbus, Neb. (M)

Rocket. Hood Rubber Co., Watertown, Mass. (M)

Rock Hill. Firestone Footwear Co., Boston, Mass. (M)

Rocking Chair. McElroy Sloan Shoe Co., St. Louis, Mo. (M)

Rockland. Chicago Footwear Co., Chicago, Ill. (W)

Rockledge. Nahm Bros. Co., Inc., Philadelphia, Pa. (M)

Rocky Mountain Scout. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Rod & Reel. Converse Rubber Shoe Co., Malden, Mass. (M)

Rodeo. Cambridge Rubber Co., Cambridge, Mass. (M)

Rodeo Boot. Teeple Shoe Co., Waupun, Wis. (M)

Rodney. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Roenitz "Blue Beaver" Felt Shoes. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roenitz "Comfortable" Felt Slipper Line. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roenitz One Piece Special Leather Tops. H. C. Roenitz Co., Oshkosh, Wis. (W)

Roguish Brogue. Marathon Shoe Co., Wausau, Wis. (M)

"Rohn Milwaukee" Shoes. Nu-Matic Shoe Co., Milwaukee, Wis. (M)

Rollickers. S. Freiburger & Bros. Co., Fort Wayne, Ind. (W)

Roma. Hood Rubber Co., Watertown, Mass. (M)

Roman. Brown Shoe Co., St. Louis, Mo. (M)

Romeo. Endicott-Johnson Corp., Endicott, N. Y. (M)

Romeze. Collingwood Shoe Co., Inc., Endicott, N. Y. (M)

Romeze. Endicott-Johnson Corp., Endicott, N. Y. (M)

Romper. Brown Shoe Co., St. Louis, Mo. (M)

Romper. Dunham Bros. Co., Brattleboro, Vt. (W)

Rona. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Rondo. The Fashion Shop, Washington, D. C. (R)

Roomy-Ankle Arch Support. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Rooter. Cambridge Rubber Co., Cambridge, Mass. (M)

Rosa Lee Arch Shu. A. M. Legg Shoe Co., Pontiac, Ill. (M)

Rose. Peter's Branch International Shoe Co., St. Louis, Mo. (M)

Roth. The Roth Shoe Mfg. Co., Cincinnati, Ohio. (M)

Rothkirk. Richards & Brennan Co., Randolph, Mass. (M)

Rough Rider. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Round-Up. Cambridge Rubber Co., Cambridge, Mass. (M)

Round Up. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rovick. Rovick Theatrical Shoe Co., Chicago, Ill.

Roxie Ward. Geo. D. Witt Shoe Co., Southern Dept., Craddock Terry Co., Lynchburg, Va. (M)

Royal. Converse Rubber Shoe Co., Malden. Mass. (M)

Royal Oak. Hood Rubber Co., Watertown, Mass. (M)

Royal Rest. Tupper Slipper Corp., Brooklyn, N. Y.

Royal Robes. Royal Robes, Inc., New York City. (M)

Royal Scot. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

Royal Standard. Dixon Bartlett Co., Baltimore, Md. (M)

Royal Worcester. Peck Shoe Co., Worcester, Mass. (M)

Royal Worcester Arch Spring Shoe. Peck Shoe Co., Worcester, Mass.

Roycroft. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

R-Tik-U-Late-Ad-Jus-Toe. Hurley Shoe Co., Rockland, Mass. (M)

R-Tis-Tik Footwear. B. Friedman Shoe Co., Inc., New York City. (W)

Rubalosh. Hood Rubber Co., Watertown, Mass. (M)

Rubasandal. Hood Rubber Co., Watertown, Mass. (M)

Rubasnap. Hood Rubber Co., Watertown, Mass. (M)

Rubastorm. Hood Rubber Co., Watertown, Mass. (M)

Rubberibbed. Firestone Footwear Co., Boston, Mass. (M)

Rubber Road. Brown Shoe Co., St. Louis, Mo. (M)

Rubin's Hard Hitters. Rubin Shoe Co., New York City. (W)

Ruby. Monroe Bros. & Co., Philadelphia, Pa. (W)

Ruby Brand House Slippers. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Felt Slippers, Soft Soles. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Jewel of Footwear. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Ruby Brand Stitchdown Shoes. Rubin Bros. Footwear, Long Island City, N. Y. (M)

Rucormis Shoes. Abe Rubel & Co., Corinth, Miss. (W)

Rue De La Paix Model. Sarubbi Shoes, Inc., New York City. (M)

Ruf and Tuf. The Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Ruff-n-Tuff. Holland Shoe Co., Holland, Mich. (M)

Ruff Shod Boots. Converse Rubber Co., Malden, Mass. (M)

Ruf-House Play Shoes. The Jaffa Co., Los Angeles, Cal. (W)

PACKARD ARCHAID BROCKTON, U.S.A.
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M. A. Packard Company
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IMPERIAL SIX
FASHION-BUILT BY
FREEMAN
CHAMPION $3.50
"BRAWNIE" GOLF OX
FOUR-SOME
SHOCK-EASER
LONG-DAY

TRADE NAMES and BRANDS of SHOES

Ruby. Cambridge Rubber Co., Cambridge, Mass. (M)

Rugged. Cambridge Rubber Co., Cambridge, Mass. (M)

Rugged. Endicott-Johnson Corp., Endicott, N. Y. (M)

Rugger. The B. F. Goodrich Co., Akron, Ohio. (M)

Run-a-bout. C. W. Marks Shoe Co., Chicago, Ill. (M)

Runner-Up. Cambridge Rubber Co., Cambridge, Mass. (M)

Rusco. Rubin Shoe Co., New York City. (W)

Russell Moccasins. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Russian. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Rysonéle. Rice-O'Neill Shoe Co., St. Louis, Mo. (M)

Rysonele Fashionable Footwear. Rice O'Neill Shoe Co., St. Louis, Mo. (M)

S

S. & G. Non Aqua. Geo. Strong Co., E. Weymouth, Mass. (M)

S. & H. Athletic Shoes. Schwartz & Herder, Inc., Philadelphia, Pa.

S. & S. Solnit & Shapiro Shoe Co., Los Angeles, Cal. (W)

S. & S. Yenger Shoe Co., Selin's Grove, Pa. (M)

Sable. The B. F. Goodrich Co., Akron, Ohio. (M)

Sabruvia. Sachs & Vigorith, Inc., Cincinnati, Ohio. (M)

Saco-Moc Moccasins. Trail Moc Shoe Co., Saco, Me. (M)

Safe Toe. Endicott-Johnson Corp., Endicott, N. Y. (M)

Safe Tred. Richard White & Co., Inc., Philadelphia, Pa. (M)

Safety. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Safety. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Safety First. Levy Shoe Co., Montgomery, Ala. (W)

Safety First Step. Wm. Heiber & Son, Rochester, N. Y. (M)

Saginaw. Hood Rubber Co., Watertown, Mass. (M)

St. Louisan. Central Shoe Co., St. Louis, Mo. (M)

St. Louis Maid Shoes. Paramount Shoe Mfg. Co., St. Louis, Mo. (M)

Sally Sweet. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Sweet Sub Deb. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Sweet Suspension Arch. Alfred J. Sweet Co. (Division of the United States Shoe Co.), Auburn, Me. (M)

Sally Walker. The United States Shoe Co., Cincinnati, Ohio. (M)

Sallys. Em May Incorp., St. Louis, Mo.

Salute. Endicott-Johnson Corp., Endicott, N. Y. (M)

Samar. Hood Rubber Co., Watertown, Mass. (M)

Samaritan Shoe, Kind to Your Feet. Paul C. Wolfer Co., Boston, Mass. (W)

Sam Smart. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Sandalettes. Wm. Greilich & Sons, Inc., Brooklyn, N. Y. (M)

San Deau. Buck & Co., Philadelphia, Pa. (M)

Sandlot. Hood Rubber Co., Watertown, Mass. (M)

Sandra Fashion for Mademoiselle. B. Siegel Co., Detroit, Mich.

Sandy. Teeple Shoe Co., Waupun, Wis. (M)

Sani-Mex. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

San Klog. Buck & Co., Philadelphia, Pa. (M)

San Patio. Buck & Co., Philadelphia, Pa. (M)

Sanshu. Judson Rubber Works, Chicago, Ill. (M)

Sans Pareil. C. P. Ford & Co., Inc., Rochester, N. Y. (M)

Santa. Converse Rubber Shoe Co., Malden, Mass. (M)

San-Tans. Cambridge Rubber Co., Cambridge, Mass. (M)

Santa Rosa. Santa Rosa Shoe Mfg. Co., Santa Rosa, Cal. (M)

Santa Rosa Tan. Santa Rosa Shoe Mfg. Co., Santa Rosa, Cal. (M)

Santa Shoe, The. Milton Waiss, San Francisco, Cal. (W)

San Togs. Buck & Co., Philadelphia, Pa. (M)

Sankie Moccasin. The Servus Rubber Co., Rock Island, Ill. (M)

Save Arch. United States Shoe Corp., Cincinnati, Ohio.

Save Arch. The Stern, Auer Co., Cincinnati, Ohio. (M)

Savings Bank Shoe. Goodwill Shoe Co., Holliston, Mass. (M)

Sav-ior Arch Heavnly Comfort. Slipper Shop, Inc., Dallas, Tex.

Savona Strap. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Savoy. Hood Rubber Co., Inc., Watertown, Mass. (M)

Savoy. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Saxco Novelties. M. J. Saks Shoe Co., New York City. (W)

Saxon. A. W. Tedcastle Co., Boston, Mass. (W)

Saxon King. A. W. Tedcastle Co., Boston, Mass. (W)

School. Goodwill Shoe Co., Holliston, Mass. (M)

School Boys Pride. Powell & Campbell, New York City. (W)

School Chum. Endicott-Johnson Corp., Endicott, N. Y. (M)

"School Girl Shoes." Morris Shoe Co., New York City. (W)

Schoolshu. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scientific Arch Health. A. Sandler, Boston, Mass. (W)

Scientific Arch Health Shoe-Holds Up the Arch. A. Sandler, Boston, Mass. (W)

Scotia. Hood Rubber Co., Watertown, Mass. (M)

Scott. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Scout. Goodwill Shoe Co., Holliston, Mass. (M)

Scout Brave. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scoutee. Hood Rubber Co., Watertown, Mass. (M)

Scoutflex. Smith & Herrick Co., Albany, N. Y. (W)

Scout Master. Endicott-Johnson Corp., Endicott, N. Y. (M)

Scrantonian. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Scrashko Shoe. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Scrimmage. Endicott Johnson Corp., Endicott, N. Y. (M)

Scuff-Proof. Holland Shoe Co., Holland, Mich. (M)

The Seal of Style Approval. Commonwealth Shoe & Leather Co., Boston, Mass. (M)

S. D. Shoes. Charles L. Bower, Seattle, Wash.

Sealer. Theo Bergmann Shoe Mfg. Co., Portland, Ore. (M)

Seaside. Hood Rubber Co., Watertown, Mass. (M)

Seattle. Hood Rubber Co., Watertown, Mass. (M)

Seavey Comfort Turns. F. A. Seavey Co., Beverly, Mass. (M)

Seaview. Hood Rubber Co., Watertown, Mass. (M)

Sebek. The B. F. Goodrich Co., Akron, Ohio. (M)

Secret Order Flying Fools. Holland Shoe Co., Holland, Mich. (M)

Security School Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

See More Troy Shoes. Seymour, Troy & Co., Brooklyn, N. Y. (M)

Segan's Correct-Tred. Segan's Shoe Shop, Philadelphia, Pa. (R)

Selby's Deb. Selby Shoe Co., Portsmouth, Ohio. (M)

Selby Shoe, The. The Selby Shoe Co., Portsmouth, Ohio. (M)

Selby's Flex-O-Process. The Selby Shoe Co., Portsmouth, Ohio. (M)

Select. Endicott-Johnson Corp., Endicott, N. Y. (M)

Self Starter. Carpenter Shoe Co., Inc., Rochester, N. Y. (M)

Self Starter. Levy Shoe Co., Montgomery, Ala. (W)

Selz. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Selz Archlast Eight. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Selz Six. Cole, Rood, Haan & McGregor Co., Chicago, Ill. (M)

Seminary Gril. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Seminole. Endicott-Johnson Corp., Endicott, N. Y. (M)

Senator. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Seneca. Hood Rubber Co., Watertown, Mass. (M)

Seneca. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Seneca. W. C. Russell Moccasin Co., Berlin, Wis. (M)

Senior. The B. F. Goodrich Co., Akron, Ohio. (M)

Señor. Cambridge Rubber Co., Cambridge, Mass. (M)

Señorita. Cambridge Rubber Co., Cambridge, Mass. (M)

Sensation. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

Sentinel. Hood Rubber Co., Watertown, Mass. (M)

Serco. The Servus Rubber Co., Rock Island, Ill. (M)

Serib. The Servus Rubber Co., Rock Island, Ill. (M)

Sermold. The Servus Rubber Co., Rock Island, Ill. (M)

Serve-Well. Nath'l. Fisher & Co., New York City. (W)

Servex. The Servus Rubber Co., Rock Island, Ill. (M)

Service. Chicago Footwear Co., Chicago, Ill. (W)

Service. Converse Rubber Shoe Co., Malden, Mass. (M)

Service. Endicott-Johnson Corp., Endicott, N. Y. (M)

Service. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Service. The B. F. Goodrich Co., Akron, Ohio. (M)

Service. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Service Arch. The Pilot Shoe Co., Baltimore, Md. (W)

Service Shoe with Slipper Comforts, A. Kozy Comfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Serv-Lite. The Servus Rubber Co., Rock Island, Ill (M)

Servus. The Servus Rubber Co., Rock Island, Ill. (M)

Servus Automatic Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Servus Junior. The Servus Rubber Co., Rock Island, Ill. (M)

Servus White Pac-Miner's. The Servus Rubber Co., Rock Island, Ill. (M)

Servwell. The Servus Rubber Co., Rock Island, Ill. (M)

Setry Shoes. Seymour, Troy & Co., Inc., Brooklyn, N. Y. (M)

Seven Selected Styles Bostonians. Commonwealth Shoe & Leather Co., Boston, Mass. (M)

Shadow Welt. Lancaster Shoe Co., Elizabethtown, Pa. (M)

TRADE NAMES and BRANDS of SHOES

Shamokin. The Servus Rubber Co., Rock Island, Ill. (M)

Sharon. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Shawmut. Hood Rubber Co., Watertown, Mass. (M)

Shawnee. Endicott-Johnson Corp., Endicott, N. Y. (M)

Shawnee. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

"Shaw" Shoes. M. T. Shaw, Inc., Coldwater, Mich. (M)

Shaw Trade Builders. M. T. Shaw, Inc., Coldwater, Mich. (M)

Sheba's Queen. (For Women.) Lovell Shoe Co., Waterbury, Conn. (W)

Sheffield Orthopedic. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sheldon. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Sherimode. Sherwood Shoe Co., Rochester, N. Y. (M)

Sherwood Shoe, The. Sherwood Shoe Co., Rochester, N. Y. (M)

Shetland. Hood Rubber Co., Watertown, Mass. (M)

"She Walks in Beauty. Brauer Bros. Shoe Co., St. Louis, Mo. (M)

Shield. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Shirley Ann Arch Support. Lawrence M. Purcell Co., Denver, Colo. (W)

Shock Absorber. Thomas G. Plant Corp., Boston, Mass. (M)

Shock Absorber. Walkrite Shoe Co., Chicago, Ill. (M)

Shock-Easer. Freeman-Beddow Shoe Mfg. Co., Beloit, Wis. (M)

Shock-Easer. Freeman Shoe Corp., Beloit, Wis. (M)

Shod-For-A-Year. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Shod Smart. Endicott Johnson Corp., Endicott, N. Y. (M)

Shodwell. The Jos. P. Dunn Shoe & Leather Co., Denver, Colo. (W)

Shodwell Shoes. Bona Allen, Inc., Buford, Ga. (M)

Shoe for Children, The. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Shoe Sole. Melville Shoe Corp., New York City. (R)

Shoe With the Friendly Grip, The. Hurley Shoe Co., Rockland, Mass. (M)

Shoes of Merit. Marks & Stix Shoe Co., Cincinnati, Ohio. (W)

Shoes Supreme (By Marion). Marion Shoe Co., Marion, Ind. (M)

Shoes-to-day. J. W. Carter Co., Nashville, Tenn. (M)

Shoor Tred. A. G. Geuting Co., Philadelphia, Pa. (R)

Shopper. Hood Rubber Co., Watertown, Mass. (M)

Shorty. Holland Shoe Co., Holland, Mich. (M)

Shower Bath Sandals. The Finn Shulman Mfg. Co., Cincinnati, Ohio. (M)

Shower Boot. The B. F. Goodrich Co., Akron, Ohio. (M)

Shriner's Special. French Shriner & Urner, Boston, Mass. (M)

Shuglov. The Miller Rubber Co., Akron, Ohio. (M)

Shukon. The B. F. Goodrich Co., Akron, Ohio. (M)

Shupak. The B. F. Goodrich Co., Akron, Ohio. (M)

Shurefoot. J. Edwards & Co., Inc., Philadelphia, Pa. (M)

Shurezy Arch-Brace. Stacy Adams Co., Brockton, Mass. (M)

Shur-Fit. The Servus Rubber Co., Rock Island, Ill. (M)

Shur Step Line, The. Dunn Shoe Co., Danvers, Mass. (M)

Shurwool. Bray, Stanley & Ellis, Inc., Boston, Mass. (M)

Shu-Stiles. Shu-Stiles, Inc., St. Louis, Mo.

Siak. Hood Rubber Co., Watertown, Mass. (M)

Siberian. The B. F. Goodrich Co., Akron, Ohio. (M)

Side-Swipe. Forbush Shoe Co., North Grafton, Mass. (M)

Sidwell Korn Kure Shoes. Sidwell-DeWindt Shoe Co., Chicago, Ill. (W)

Si-en-Tiffick. H. C. Godman Co., Columbus, Ohio. (M)

Siesta. Wiley-Bickford-Sweet Co., Worcester, Mass. (M)

Signal Corps. Endicott-Johnson Corp., Endicott, N. Y. (M)

Signet. Cambridge Rubber Co., Cambridge, Mass. (M)

Sil Kid. The Julian & Kokenge Co., Cincinnati, Ohio. (M)

Silo. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Silver King Slippers. Richard J. Roche, Haverhill, Mass. (M)

Silverman's Ann A Walker Health Shoes for Fashionable Ladies Combination Last. David Silverman, New Castle, Pa. (M)

Simla. Hood Rubber Co., Watertown, Mass. (M)

Simplex Flexies Keep Your Feet Young. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Simplex Milwaukee. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Sinbac's Hardy-Fut. Sinbac Shoe Mfg. Co., Chicago, Ill. (M)

Sinbac's Helthy-Fut. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Sinbac's Sturdy-Fut. Sinbac's Shoe Mfg. Co., Chicago, Ill. (M)

Sioux Solace Shoes. Geo. B. Adams Shoe Co., Sioux City, Iowa. (W)

Sir Knight. Huntington Shoe & Leather Co., Huntington, Ind. (M)

"Sister Service." John Ebberts Shoe Co., Buffalo, N. Y. (M)

Sitka. Hood Rubber Co., Watertown, Mass. (M)

Sizzler. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Skamper. Teeple Shoe Co., Waupun, Wis. (M)

Skandover. Hood Rubber Co., Watertown, Mass. (M)

Skeezix—Outgrown Before Outworn. Lancaster Shoe Co., Elizabethtown, Pa. (M)

Ski-Boot. Teeple Shoe Co., Waupun, Wis. (M)

Skildcraft. Barney, Capen & Denham Co., Brockton, Mass. (M)

Skimoc. Smith & Herrick Co., Albany, N. Y. (W)

Skip-Along. (Hagersworth.) Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Skipper. Cambridge Rubber Co., Cambridge, Mass. (M)

Skipper. Hood Rubber Co., Watertown, Mass. (M)

Skipper. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Skippers. Eady Shoe Mfg. Co., Otsego, Mich. (M)

"Skoots" Canvas Shoes. Converse Rubber Shoe Co., Malden, Mass. (M)

Skuff Tuff. The L. D. Stickles Shoe Co., Red Wing, Minn. (M)

Skylark. Brown Shoe Co., St. Louis, Mo. (M)

Skylark (for soles and heels). Essex Rubber Co., Inc., Trenton, N. J. (M)

Sky-way. Cambridge Rubber Co., Cambridge, Mass. (M)

Slater Moc. C. B. Slater Co., South Braintree, Mass. (M)

Sledge. Peters Branch International Shoe Co., St. Louis, Mo. (M)

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REG. U.S. PAT. OFFICE
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TRADE NAMES and BRANDS of SHOES

Sleet-Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Slender Foot Arch Fitter. W. B. Coon Co., Rochester, N. Y. (M)

Slender-Lin Arch-Belt. Geo. D. Witt Shoe Co., Southern Dept. Craddock-Terry Co., Lynchburg, Va. (M)

Slicker. Converse Rubber Shoe Co., Malden, Mass. (M)

Slicker Boot. Hood Rubber Co., Watertown, Mass. (M)

Slimbak. Powell & Campbell, New York City (W)

Slip-Er-Mocs. Frank H. Pfeiffer Co., Inc., Worcester, Mass. (M)

Slipon. Converse Rubber Co., Malden, Mass. (M)

Slusher. Hood Rubber Co., Watertown, Mass. (M)

Smartbilt. J. W. Carter Co., Nashville, Tenn. (M)

Smartics. The Beacon Falls Rubber Shoe Co., New Haven, Conn. (M)

Smarties. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Smart-Maid. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Smart-Made. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Smart Maid Junior. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Smart Set C. W. Marks Shoe Co., Chicago. Ill. (W)

Smart Set. Morse & Rogers, New York, N. Y. (M)

Smart Step. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Smartstyle Steel Arch Built-In. Wobst Shoe Co., Milwaukee, Wis. (M)

Smelter. Endicott-Johnson Corp., Endicott, N. Y. (M)

Smile. Eby Shoe Co., Inc., Ephrata, Pa. (M)

Smiling Steps (Children's & Young Women's). Nebraska Clothing Co., Omaha, Neb. (R)

Smith Smart Shoes For Men and Women. J. P. Smith Shoe Co., Chicago, Ill. (M)

Smokrepe. Hood Rubber Co., Watertown, Mass. (M)

Smooth-Step. Keehn Brothers, Chicago, Ill. (W)

Shapalace. Menzies Shoe Co., St. Louis, Mo. (M)

Snapee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Snapless. Cambridge Rubber Co., Cambridge, Mass. (M)

Snappy Arch. Bernstein Shoe Co., New York City. (W)

Snappy Kick. N. E. Shoe Mfg. Co., Inc., Lynn, Mass. (M)

Snappy Shoes for Dainty Women, The. Slipper City Shoe Co., Inc., Haverhill, Mass. (M)

Snappy Stepper. Powell & Campbell, New York City. (W)

Snappy Stout. Bernstein Shoe Co., New York City. (W)

Sneeks. Cambridge Rubber Co., Cambridge, Mass. (M)

Sneex. Cambridge Rubber Co., Cambridge, Mass. (M)

Sno-Boot. Cambridge Rubber Co., Cambridge, Mass. (M)

Snookums. Morse & Rogers, New York, N. Y. (M)

Snoshu. Hood Rubber Co., Watertown, Mass. (M)

Snotite Boot. Hood Rubber Co., Watertown, Mass. (M)

Snowbird. Cambridge Rubber Co., Cambridge, Mass. (M)

Snow's Arch Support. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Snug. Hood Rubber Co., Watertown, Mass. (M)

Snug-Arch. Powell & Campbell, New York City. (W)

Snug-Fut. Novelty Slipper Co., Inc., New York City. (M)

Snugge Grip Heel. The Griffin-White Shoe Co., Brooklyn, N. Y. (M)

Snug-Hug. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Snug-lers. Dolgeville Slipper Co., Inc., Dolgeville, N. Y. (M)

Snuglers Felt Footwear. United States Rubber Co., New York City. (M)

Society. Hood Rubber Co., Watertown, Mass. (M)

Society. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Society King—Shoe for Men. Consolidated Shoe Co., Inc., Lynchburg, Va. (W)

Socket-Fit. Stover & Bean Co., Lowell, Mass. (M)

Socket Fit Arch and Heel Shoe For Men, Women and Children. Stover & Bean Co., Lowell, Mass. (M)

So Easy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Soft & Easy. Wolfe Shoe Mfg. Co., Allentown, Pa. (M)

Soft & Good. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Soft Shoes for Tender Feet. J. J. Grover Shoe Co., Stoneham, Mass. (M)

PONTIAC SHOE MFG. CO., Pontiac, Illinois

Softstep. B & B Shoe Co., Chicago, Ill.

Sof-Tred. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

Soft Walk. Knipe Bros., Inc., Ward Hill, Mass. (M)

Solastic Process. Wolff-Tober Shoe Mfg. Co., St. Louis, Mo. (M)

Solemates, The Slipper with a Soul. Lucille Felt Slipper Co., Inc., New York City. (M)

Solidity. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

So-Lites. United States Rubber Co., New York City. (M)

Solo. Brown Shoe Co., St. Louis, Mo. (M)

Sonny & Honey. Smith & Herrick Co., Albany, N. Y., (W)

Soo. Hood Rubber Co., Watertown, Mass. (M)

Sorosis. A. E. Little Co., Lynn, Mass. (M)

S. O. S. B. Rosenberg & Son, Inc., New Orleans, La. (M)

S. O. S. H. E. Smith & Son, Inc., Worcester, Mass. (W)

S. O. S. Ox. The Servus Rubber Co., Rock Island, Ill. (M)

Southland Belle. Craddock-Terry Co., Lynchburg, Va. (M)

Southland Girl. Craddock Terry Co., Lynchburg, Va. (M)

South West. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Sovereign. E. E. Taylor Corp., Boston, Mass. (M)

Sovereign Quality. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Sovereign Quality. E. E. Taylor Corp., Boston, Mass. (M)

Spalding. A. G. Spalding & Bros., New York City. (M)

Spanish. Hood Rubber Co., Watertown, Mass. (M)

Spartan. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sparton. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Spat. Hood Rubber Co., Watertown, Mass. (M)

Spearhead. Hood Rubber Co., Watertown, Mass. (M)

Special Measurement. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Special Measurement Footwear. W. B. Coon Co., Rochester, N. Y. (M)

Special Merit. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Special Service. Craddock-Terry Co., Lynchburg, Va. (M)

Special Shoes. Shoe Stiles, Inc., St. Louis, Mo.

Speed. Endicott-Johnson Corp., Endicott, N. Y. (M)

Speed Boy. Brown Shoe Co., St. Louis, Mo. (M)

Speediness. Endicott-Johnson Corp., Endicott, N. Y. (M)

Speed Limit. Levy Shoe Co., Montgomery, Ala. (W)

Speedster. Cambridge Rubber Co., Cambridge, Mass. (M)

Speedwell Shoes. F. M. Hoyt Shoe Co., Manchester, N. H. (M)

Speedy Shoes. Young Shoe Co., Los Angeles, Cal. (W)

Spencer Shoe. Spencer Shoe Stores, Inc., Malden, Mass. (R)

Sphinx. H. C. Godman Co., Columbus, Ohio. (M)

Spider. Hood Rubber Co., Watertown, Mass. (M)

Spineless. Richards & Brennan Co., Randolph, Mass. (M)

Spiral-Boot. Cambridge Rubber Co., Cambridge, Mass. (M)

Spiral Galosh. Cambridge Rubber Co., Cambridge, Mass. (M)

Spiral-Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Splash. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

TRADE NAMES and BRANDS of SHOES

Splasher. Hood Rubber Co., Watertown, Mass. (M)

Sport. Cambridge Rubber Co., Cambridge, Mass. (M)

Sport. Goodwill Shoe Co., Holliston, Mass. (M)

Sportaid Shoe. Old Colony Shoe Co., Brockton, Mass. (M)

Sporta Shoe—Women's and Growing Girls' Sport Line. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

Sportees. A. N. Wolf Shoe Co., Denver, Pa. (M)

Sport Flex. Ramsey's Inc., New York City. (M)

Sportic. Cambridge Rubber Co., Cambridge, Mass. (M)

Sporting Boot. The Servus Rubber Co., Rock Island, Ill. (M)

Sport Joy. Endicott-Johnson Co., Endicott, N. Y. (M)

Sport King. Converse Rubber Shoe Co., Malden, Mass. (M)

Sportocasin. The Abbott Co., Yarmouth, Me. (M)

Sportocasin Junior. The Abbott Co., Yarmouth, Me. (M)

Sport San. Dun Deer Sandals, Inc., Auburn, N. Y. (M)

Sport-O Sun Sandals. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Sport Sandals (Child's, Misses & Women's). Midwest Shoe Co., Chicago, Ill. (M)

Sports' Shoes. Hood Rubber Co., Watertown, Mass. (M)

Sportshu. Hood Rubber Co., Watertown, Mass. (M)

Sportsman. Hood Rubber Co., Watertown, Mass. (M)

Sports Tan. Franklin Simon & Co., New York, N. Y. (R)

Sportster. A. Sandler, Boston, Mass. (W)

"Sportster" Official Girl Scout Shoe. A. Sandler, Boston, Mass. (W)

Sport Styles. The Walker T. Dickerson Co., Columbus, Ohio. (M)

Sportswear Oxford. Cambridge Rubber Co., Cambridge, Mass. (M)

Sportview for Town and Country. E. P. Reed & Co., Rochester, N. Y. (M)

Sport Walk. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Spotlight. Cambridge Rubber Co., Cambridge, Mass. (M)

Spring. Goodwill Shoe Co., Holliston, Mass. (M)

Spring Arch (Men's Shoes). H. Brandt & Sons, Chicago, Ill. (W)

Spring Arch Shoes. Nu-Matic Shoe Co., Milwaukee, Wis. (M)

Spring Arch Support. The Jeff Newbury Co., Huntington, W. Va. (W)

Springdale. Hood Rubber Co., Watertown, Mass. (M)

Spring-In-Arch. The L. V. Marks & Sons Co., Cincinnati, Ohio. (M)

Squadron. Cambridge Rubber Co., Cambridge, Mass. (M)

Square Deal. The Goodyear Rubber Co., Middletown, Conn. (M)

Square Deal. Levy Shoe Co., Montgomery, Ala. (W)

Square Tred. Cambridge Rubber Co., Cambridge, Mass. (M)

Squash-Shu. Cambridge Rubber Co., Cambridge, Mass. (M)

Squaw Rubbers. Hood Rubber Co., Watertown, Mass. (M)

S-Service. Victor Products Corp., Gettysburg, Pa.

St. Louis Maid. Paramount Shoe Co., St. Louis, Mo. (M)

Stability. Endicott-Johnson Corp., Endicott, N. Y. (M)

Staco. Stone-Tarlow Co., Inc., Brockton, Mass. (M)

Stacy-Adams Co. Brockton, Mass. (M)

Stadium. Cambridge Rubber Co., Cambridge, Mass. (M)

Sta-Flex. Cambridge Rubber Co., Cambridge, Mass. (M)

Stag. Firestone Footwear Co., Boston, Mass. (M)

Stag. J. P. Smith Shoe Co., Chicago, Ill. (M)

Stag Brand Shoes. Red Wing Shoe Co., Red Wing, Minn. (M)

Sta-in-Place. Cambridge Rubber Co., Cambridge, Mass. (M)

Stamford. Cambridge Rubber Co., Cambridge, Mass. (M)

Stampede. Endicott-Johnson Corp., Endicott, N. Y. (M)

Standard. Endicott-Johnson Corp., Endicott, N. Y. (M)

Standard Brand. Union Shoe Co., Inc., Brockton, Mass. (M)

Standard Quality Shoes. Nath'l. Fisher & Co., New York City. (W)

Standard (Spats, Leggings, Spattees, Slippers, etc.). S. Rauh & Co., New York City. (M)

Stand-By. Standard Shoe Making Co., Boston, Mass. (M)

Standish. Hood Rubber Co., Watertown, Mass. (M)

Stanley Duttenhofer Arch Brace Combination. The Stanley Duttenhofer Shoe Co., Cincinnati, Ohio. (M)

Stanley Duttenhofer Shoe. Stanley Duttenhofer Shoe Co., Cincinnati, O. (M)

Stanley's Arch Support Shoe. S. T. Doyas Shoe Co., Minneapolis, Minn. (W)

Stanley's Shoe. S. T. Doyas Shoe Co., Minneapolis, Minn. (W)

Stanmore. Hood Rubber Co., Watertown, Mass. (M)

Standard. The B. F. Goodrich Co., Akron, Ohio. (M)

Standwatter. The B. F. Goodrich Co., Akron, Ohio. (M)

Stantest. Fiebrich-Fox-Hilker Shoe Co., Racine, Wis. (M)

Sta-Put. Ground Gripper Shoe Co., Inc., Boston, Mass. (M)

Star. Dunham Bros. Co., Brattleboro, Vt. (W)

Star Brand. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Star Brand—Extra Quality Pressure Cure. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Star Five Star. Brown Shoe Co., St. Louis, Mo. (M)

Sta-Right Shoes. Martin Larson & Son, Chicago, Ill.

Starlight. The B. F. Goodrich Co., Akron, Ohio. (M)

Starnes. The Starnes Co., San Francisco, Cal. (M)

Starter. Endicott-Johnson Corp., Endicott, N. Y. (M)

Starter. Hood Rubber Co., Watertown, Mass. (M)

Star Value. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Sta-Smooth Innersole Shoes. Peck Shoe Co., Worcester, Mass. (M)

Statesman. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Statler Shoe, The. Brilliant Bros. Co., Boston, Mass. (W)

Staud Nature Shape Shoes. Staud Shoe Corp., Rochester, N. Y. (M)

Staunch. Endicott-Johnson Corp., Endicott, N. Y. (M)

LEADERS
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SHOE MFG. CO.
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North Pacific Branch
Weyenberg Shoe Mfg. Co.
Portland, Oregon

TRADE NAMES and BRANDS of SHOES

Staunch As Oak. Keig Shoe Co., Inc., Napa, Cal. (M)

Sta-Up Arch. Dodge, Bliss & Perry Co., Inc., Newburyport, Mass. (M)

Steadfast. Endicott-Johnson Corp., Endicott, N. Y. (M)

Steady Steppers. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Stedystep. Goldie Shoe Co., Los Angeles, Cal. (W)

Steel Age. Nath'l. Fisher & Co., New York City. (W)

Step Ahead Health Shoe. The H. C. Godman Co., Columbus, Ohio. (M)

Step-In-Comfort. Endicott-Johnson Corp., Endicott, N. Y. (M)

Step Out. The Servus Rubber Co., Rock Island, Ill. (M)

Stepper. Cambridge Rubber Co., Cambridge, Mass. (M)

Step-Rite. Cambridge Rubber Co., Cambridge, Mass. (M)

Step Starters. Marathon Shoe Co., Wausau, Wis. (M)

Step Well. R. P. Hazzard Co., Gardiner, Me. (M)

Step-Well Welt Shoes for Children. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Sterling. Central Shoe Co., St. Louis, Mo. (M)

Sterling. Chas. A. Eaton Co., Brockton, Mass. (M)

Sterling. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sterling. Hood Rubber Co., Watertown, Mass. (M)

Sterling Maid. C. W. Marks Shoe Co., Chicago, Ill. (W)

Sterlingworth. Dunham Bros. Co., Brattleboro, Vt. (W)

Stetson "Healdarch" for Men and Women, The. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Healdarch Pontoon for Fen, The. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Shoe, The. Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Snappy Styles for Men. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Snappy Tie for Women. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Stetson Tailored Footwear for Women. The Stetson Shoe Co., Inc., S. Weymouth, Mass. (M)

Steven Strong Shoes. Stevens Strong Shoe Co., Milwaukee, Wis. (W)

Stitchflex. Lane Bros. Co., Boston, Mass. (W)

Stitchsteps. Maize Shoe Co., Rochester, N. Y. (W)

Stone-Arch. Stone Tarlow Co., Inc., Brockton, Mass. (M)

Stone-Eze. Stone Tarlow Co., Inc., Brockton, Mass. (M)

Stonewall Jackson. Jackson Shoe Mfg. Co., New York City. (M)

Stop and Think. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Stork. Central Shoe Co., St. Louis, Mo. (M)

Storm Blast. Hutchinson-Winch, Boston Branch, International Shoe Co., Boston, Mass. (W)

Storm King. Endicott-Johnson Corp., Endicott, N. Y. (M)

Storm King. Peters Branch, International Shoe Co., St. Louis, Mo. (M)

Storm King Boot. Servus Rubber Co., Rock Island, Ill. (M)

Stormlesh. Hood Rubber Co., Inc., Watertown, Mass. (M)

Stout-Arch. Bender Shoe Co., Lynn, Mass.

Stout Arch. Leopold Shoe Co., Salem, Mass. (M)

Stout Fellow (Boys). Nebraska Clothing Co., Omaha, Neb. (R)

Straight-Line. The B. F. Goodrich Co., Akron, Ohio. (M)

Stratford. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Stride Rite. La Londe & Clarke, Inc., Rochester, N. Y. (M)

Strideaway. Melville Shoe Corp., New York City. (R)

Strohbeck-Fit-Style-Quality. Chas. W. Strohbeck, Inc., Brooklyn, N. Y. (M)

Stroller. Hood Rubber Co., Watertown, Mass. (M)

Strong & Garfield Shoe. Geo. Strong Co., E. Weymouth, Mass. (M)

Strong Arch. Friedman-Shelby Branch, International Shoe Co., St. Louis, Mo. (M)

Strongboy. Goodwill Shoe Co., Holliston, Mass. (M)

Stronger-Than-the-Law. Roberts, Johnson & Rand Branch, International Shoe Co., St. Louis, Mo. (M)

Strong Feet. Engel Cone Shoe Co., East Boston, Mass. (M)

Strongheart. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Strongheart-Watchdog of Healthy Feet. Simplex Shoe Mfg. Co., Milwaukee, Wis. (M)

Stronghold. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Strootman Cushions. John Strootman, Buffalo, N. Y. (M)

Stuart. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Stubby. Holland Shoe Co., Holland, Mich. (M)

Studebaker. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Student. Thos. S. Childs, Inc., Holyoke, Mass. (R)

Student Shoe, The. H. E. Ackerman, Boston, Mass.

Stump of the World. Brown Shoe Co., Inc., St. Louis, Mo. (M)

Sturdi-Bilt Shoe. Jefferson Shoe Mfg. Co., Newton, N. J. (M)

Sturdi-Boy. Payes Shoe Co., Inc., Philadelphia, Pa. (M)

Sturdiwelts. The Muskin Shoe Co., Baltimore, Md. (M)

Sturdy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sturdy. Morse & Rogers, New York, N. Y. (M)

Sturdy. Goodwill Shoe Co., Holliston, Mass. (M)

Sturdy Boy. Endicott-Johnson Corp., Endicott, N. Y. (M)

Sturdy Fut. Sinsheimer Bros. & Co., Chicago, Ill. (M)

Sturdy Oak. Bernstein Shoe Co., New York City. (W)

Sturdy Steppers. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Sturdy Stride. Glaser Shoe Co., San Francisco, Cal. (W)

Stutz Shoe, The. (For Men.) Sidney Glass, Los Angeles, Cal. (W)

Styleader. The Moore Shoe Co., St. Louis, Mo. (M)

Styl Eez. The Selby Shoe Co., Portsmouth, Ohio. (M)

Style Arch. United States Shoe Corp., Cincinnati, Ohio. (M)

Style-Arch. The Stern Auer Co., Cincinnati, Ohio. (M)

Style Arch. (Women's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Style Art. The Paris Dry Goods Co., Great Falls, Mont. (R)

Stylebilt Shoes. Field Bros. & Gross Co., Auburn, Me. (M)

Style Boot. Hood Rubber Co., Watertown, Mass. (M)

Styl-Eez. The Selby Shoe Co., Portsmouth, Ohio. (M)

Style Girl. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Style Kist. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Stylekist Arch Shoe. Geo. B. Leavitt Co., Farmington, N. H. (M)

Style Leaders For Half A Century. Emerson Shoe Mfg. Co., Rockland, Mass. (M)

Styleocasin. The Abbott Co., Yarmouth, Me. (M)

Style Pace. Craddock-Terry Co., Lynchburg, Va. (M)

Style Plus Comfort. C. W. Marks Shoe Co., Chicago, Ill. (W)

Style-Plus Shoes for Men. Direct Shoe Co., Branch J. W. Carter Co., Nashville, Tenn. (M)

Styler Arch Fitter Shoes. Styler Shoe Co., Inc., Lynn, Mass. (M)

Style Step. Groves Shoe Co., Chicago, Ill. (W)

Stylesters. Woldin's, Somerville, N. J. (R)

Style Stride. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Stylish Arch. Nu Way Shoe Co., New York City. (W)

Stylish Steppers. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Stylish Stout Outsizes. W. B. Coon Co., Rochester, N. Y. (M)

Style Rite. Sears, Roebuck & Co., Chicago, Ill.

Style-O-Pedic. The H. C. Godman Co., Columbus, Ohio. (M)

Stylite Turns. Ault-Williamson Shoe Co., Auburn, Me. (M)

Stylo Shoes. Shu-Stiles, Inc., St. Louis, Mo.

Suave. Given Bros. Shoe Co., El Paso, Tex. (W)

Success. Brown Shoe Co., St. Louis, Mo. (M)

Success. Friedman Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Suffolk. Hood Rubber Co., Watertown, Mass. (M)

Sul-Do-Pedic. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Sumfun. Hood Rubber Co., Watertown, Mass. (M)

Sumith Bench Made Ballets. Wm. Sumner Smith Co., Chicago, Ill. (W)

Summertime. Nath'l Fisher & Co., New York City. (W)

Summertime Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Summit. The B. F. Goodrich Co., Akron, Ohio. (M)

Sun-Air (Sandals). Pasadena Slipper Co., Pasadena, Cal. (M)

Sun Bath. Shaft Pierce Shoe Co., Faribault, Minn. (M)

Sun Bath Acrobat. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Sunbeam. Frank M. Larrabee, Portland, Me. (W)

Sunbeam. Maize Shoe Co., Rochester, N. Y. (W)

Sunbright Quality Shoes. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Sunburst. Cambridge Rubber Co., Cambridge, Mass. (M)

Sun Chasers. Buek, Philadelphia, Pa.

Sunlight. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Sunday. Goodwill Shoe Co., Holliston, Mass. (M)

Sundial Shoes. Morse & Rogers, New York Branch International Shoe Co., New York City. (M)

Sundip Sandals. Reece Wooden Sole Shoe Co., Inc., Columbus, Neb. (M)

Sunlad. Julius Goldstein & Sons, Boston, Mass. (W)

Sunny Boy. W. Y. Miller, Schuylkill Haven, Pa. (M)

Sun Ray. Central Shoe Co., St. Louis, Mo. (M)

Sun-Ray Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sun San. Dun Deer Sandals, Inc., Auburn, N. Y. (M)

Sun Sandls. Wm. Greilich & Sons, Inc., Brooklyn, N. Y. (M)

Sunshine Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Sun-Shine Shoe, The. Bernstein Shoe Co., New York City. (W)

Sun-Tan Sandal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

TRADE NAMES and BRANDS of SHOES

Sun Tex. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Superb. Monroe Bros. & Co., Philadelphia, Pa. (W)

Superb Line. (Women's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Supercraft. Excelsior Shoe Co., Portsmouth, Ohio. (M)

Superflex Process. Thomas G. Plant Corp., Boston, Mass. (M)

Superior. Chicago Footwear Co., Chicago, Ill. (W)

Superior. The B. F. Goodrich Co., Akron, Ohio. (M)

Superior. Hood Rubber Co., Watertown, Mass. (M)

Superior. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Superior Arch. Bernstein Shoe Co., New York City. (W)

Superior-Service. Craddock-Terry Co., Lynchburg, Va. (M)

Super Savings. L. Bamberger & Co., Newark, N. J. (R)

Super-Styld. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Supertarsal Arch Support. Pontiac Shoe Mfg. Co., Pontiac, Ill. (M)

Supertred Shoes. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Super-Welt. (Men's.) C. W. Marks Shoe Co., Chicago, Ill. (W)

Supple Sole Shoe. E. E. Taylor Corp., Boston, Mass. (M)

Supreme. Cambridge Rubber Co., Cambridge, Mass. (M)

Supreme. Central Shoe Co., St. Louis, Mo. (M)

Supreme. The P. Sullivan Shoe Co., Cincinnati, Ohio. (M)

Supreme Arch Health Shoes. Nu-Way Shoe Co., New York City. (W)

Supreme Arch Shoes. Central Shoe Co., St. Louis, Mo. (M)

Supreme Fashion. Nu-Way Shoe Co., New York City. (W)

Supreme Taps for Tap Dancing. S. Capezio, New York City. (M)

Sure Arch Fit. Smaltz-Goodwin Co., Philadelphia, Pa. (M)

Sure Cool. Walter Booth Shoe Co., Milwaukee, Wis. (M)

Sure Fit. Smaltz-Goodwin Co., Philadelphia, Pa. (M)

Sure Stance. Richards & Brennan Co., Randolph, Mass. (M)

Sure Wear. Endicott-Johnson Corp., Endicott, N. Y. (M)

Surf. Hood Rubber Co., Watertown, Mass. (M)

Surfshu. Cambridge Rubber Co., Cambridge, Mass. (M)

Surgeon. Heywood Boot & Shoe Co., Worcester, Mass. (M)

Wright ARCH PRESERVER SHOE FOR MEN

and

THE Wright SHOE FOR MEN

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E. T. Wright Co., Inc., Rockland, Mass.

Surgeon's Bandage. John Ebberts Shoe Co., Buffalo, N. Y. (M)

Surprise. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Sur-Step Shoe. Geo. W. Hubler Shoe Co., Auburn, Me. (M)

Surwalk. Surwalk Baby Shoe Co., Inc., Chicago, Ill. (M)

Suspension Arch. Alfred J. Sweet Co. (Division of United States Shoe Co.), Auburn, Me. (M)

Suzanne. Cambridge Rubber Co., Cambridge, Mass. (M)

Swagger. Hood Rubber Co., Watertown, Mass. (M)

Swamper. Hood Rubber Co., Watertown, Mass. (M)

Swanki-Shu. Phillips-Baker Rubber Co., Providence, R. I. (M)

Swanks. Endicott-Johnson Corp., Endicott, N. Y. (M)

Swan. Shoes and Slippers. Swan Shoe Co., Inc., Baltimore, Md. (M)

Swat King. Teeple Shoe Co., Waupun, Wis. (M)

Sweden. Hood Rubber Co., Watertown, Mass. (M)

Sweepstake. Cambridge Rubber Co., Cambridge, Mass. (M)

Sweepstate. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

Sweetheart. B. Rosenberg & Sons, Inc., New Orleans, La. (M)

Sweet Sixteen. The Marks & Stix Shoe Co., Lawrenceburg, Ind. (W)

Sweet-Sixteen. Roberts, Johnson & Brand, Branch International Shoe Co., St. Louis, Mo. (M)

"Sweet Style" Brand—Ladies' Novelties. Chas. Longini & Sons, Cincinnati, Ohio. (W)

Swiftshu. Hood Rubber Co., Watertown, Mass. (M)

Swish Pump. The Munroe Shoe Co., Inc. Auburn, Me. (M)

Swish Strap. The Munroe Shoe Co., Inc., Auburn, Me. (M)

Sylect. Phillips-Baker Rubber Co., Providence, R. I. (M)

Sylph. Hood Rubber Co., Watertown, Mass. (M)

Sylvan. Sylvania Shoe Co., Philadelphia, Pa. (W)

System Shoes. Young Shoe Co., Los Angeles, Calif. (W)

T

Tabasco. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tailored. The Miller Rubber Co., Akron, Ohio. (M)

Tailor Made Spats. Gold Seal Slipper Co., New York City. (M)

Talky Styles. Groves Shoe Co., Chicago, Ill. (W)

Tally-Ho. Hood Rubber Co., Watertown, Mass. (M)

Tally-Ho. Sport Fashioned Footwear. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Tanextra. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Tan Made. Franklin Simon & Co., Inc., New York, N. Y. (R)

Tanner Arch. Tanners Shoe Co., Boston, Mass. (M)

Tarsalift. Carlisle Shoe Co., Carlisle, Pa. (M)

Tarsal-Tred. The H. C. Godman Co., Columbus, Ohio. (M)

Tarzan. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Taxi. Hood Rubber Co., Watertown, Mass. (M)

Taylor Made. E. E. Taylor Corp., Boston, Mass, (M)

T C D. Wm. G. Dodge Shoe Co., Newburyport, Mass. (M)

Teako. Hood Rubber Co., Watertown, Mass. (M)

Teamster. Goodwill Shoe Co., Holliston, Mass. (M)

Tedco. A. W. Tedcastle Co., Boston, Mass. (W)

Teddy Bear. Rubin Shoe Co., New York City. (W)

Ted Hall. The H. C. Godman Co., Columbus, Ohio. (M)

Teen Age. Brown Shoe Co., St. Louis, Mo. (M)

Teeple. Teeple Shoe Co., Waupun, Wis. (M)

Teeter Totter. Sears, Roebuck & Co., Chicago, Ill. (R)

Teitzel Made Boots, Belts, Putts and Boot and Shoe Trees. Teitzel, Jones & Dehner Boot Co., Inc., Wichita, Kan. (M)

Tel-Til-Tip. Holland Shoe Co., Holland, Mich. (M)

Tempest. The B. F. Goodrich Co., Akron, Ohio. (M)

Templar. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Tempo. Brown Shoe Co., St. Louis, Mo. (M)

Tempo-Registered. Professional Shoe Corp., Chicago, Ill.

Tempo—Timely Creations Fashioned To The Foot. Capitol Shoemakers, Inc., St. Louis, Mo.

Tenderfoot. Endicott Johnson Corp., Endicott, N. Y. (M)

Tenex Hi Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Tenex Lo Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Ten Toes Shoes. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Ten Little Toes. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Ten T/S Strike. Hurley Shoe Co., Rockland, Mass. (M)

Tepee Campacs. Juvenile Shoe Corp. of America, Aurora, Mo. (M)

Terrier. Hood Rubber Co., Inc., Watertown, Mass. (M)

Terrier. The Servus Rubber Co., Rock Island, Ill. (M)

Terrishu (for bathing shoes). I. B. Kleinert Rubber Co., New York, N. Y. (M)

Teton. The B. F. Goodrich Co., Akron, Ohio. (M)

Texas. The B. F. Goodrich Co., Akron, Ohio. (M)

Texas Steer. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Thames. Hood Rubber Co., Watertown, Mass. (M)

Thayer. N. B. Thayer & Co., Inc., Rochester, N. H. (M)

The Era. Cambridge Rubber Co., Cambridge, Mass. (M)

There Are No Finer Shoes. A. E. Nettleton Co., Syracuse, N. Y. (M)

There's An "Athco" Shoe for Every Sport. The Athletic Shoe Co., Chicago, Ill. (M)

The Tiffany. Cambridge Rubber Co., Cambridge, Mass. (M)

Walkrite All Leather Shoes

Better Shoes for Men, Boys and Little Gents

Walkrite Shoes make loyal customers through the service they give the wearer.

Walkrite Shoe Co.

Office: 189 W. Madison St.

1003 Security Bldg., Chicago, Ill.

TRADE NAMES and BRANDS of SHOES

Thomas (Quality Service). M. Thomas & Sons, Garfield, N. J. (M)

"Thom McAn." Melville Shoe Corp., New York City. (R)

Thom McAnn Grace Foote. Melville Shoe Co., New York, N. Y.

"Thom McAn"—for Hats. Melville Shoe Corp., New York City. (R)

"Thom McAn"—for Hosiery. Melville Shoe Corp., New York City. (R)

"Thom McAn Gold Line." Melville Shoe Corp., New York City. (R)

Thom McAn Medallion. Melville Shoe Corp., New York City. (R)

Thom McAn Medallion for Hats. Melville Shoe Corp., New York City. (R)

Thom McAn—Store Front. Melville Shoe Corp., New York City. (R)

Thompson. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Thompson. Thompson Shoe Co., Humboldt, Tenn. (M)

Thompson Hand Craft. Thompson Bros. Shoe Co., Brockton, Mass. (M)

Thorny Grip. Melville Shoe Corp., New York City. (R)

Thorobred. Hood Rubber Co., Watertown, Mass. (M)

Thorobreds. D. Armstrong & Co., Inc., Rochester, N. Y. (M)

Thorofit. General Footwear Corp., New York City. (M)

Thoroflex. Albert H. Weinbrenner Co., Milwaukee, Wis.

Thorogood. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Thorogoods for Children. Albert H. Weinbrenner Co., Milwaukee, Wis. (M)

Thorogrip. Firestone Footwear Co., Boston, Mass. (M)

Three Bucks. Claude H. Daniels, Boston, Mass.

Three Musketeers, The. Cambridge Rubber Co., Cambridge, Mass. (M)

Thrift. Endicott Johnson Corp., Endicott, N. Y. (M)

Thrift. Goodwill Shoe Co., Holliston, Mass. (M)

Thrifty-three. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Thrifty Three, The. Central Shoe Co., St. Louis, Mo. (M)

Thriller. Endicott Johnson Corp., Endicott, N. Y. (M)

Thru Traffic. Endicott Johnson Corp., Endicott, N. Y. (M)

Thunder. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tiger. Hood Rubber Co., Watertown, Mass. (M)

Tildan. Hood Rubber Co., Watertown, Mass. (M)

Tiller. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Tiny Mites. H. Childs & Co., Inc., Pittsburgh, Pa. (M)

Tiny Toddler. Washington Shoe Mfg. Co., Seattle, Wash. (W)

Tiny Tots. Tiny Tot Shoe Corp., Rochester, N. Y. (M)

Tippecanoe (Indian Moccasin). W. H. Hodges, Camden, N. Y. (M)

"Tip-Toe." The United States Shoe Co., Cincinnati, Ohio. (M)

Tip Toe. Children's Shoes. Steven Strong Shoe Co., Milwaukee, Wis. (W)

Tip Toe Gaiter. Servus Rubber Co., Rock Island, Ill. (M)

Tip Top. Hood Rubber Co., Watertown, Mass. (M)

Tiretred. Firstone Footwear Co., Boston, Mass. (M)

Titan. Converse Rubber Shoe Co., Malden, Mass. (M)

Titan. Firstone Footwear Co., Boston, Mass. (M)

Tobasco. The B. F. Goodrich Co., Akron, Ohio. (M)

Toddlekins. Morris Shoe Co., New York City. (W)

Toddlers. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Toddle Toes. Powell & Campbell, New York City. (W)

Toe Easer. W. H. Miles Shoe Co., Inc., Richmond, Va. (W)

Toe Saver. Endicott-Johnson Corp., Endicott, N. Y. (M)

Toe Stud. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M)

Toga Four Buckle Jersey Gaiter. The Servus Rubber Co., Rock Island, Ill. (M)

Toledo. Cambridge Rubber Co., Cambridge, Mass. (M)

Toledo. The B. F. Goodrich Co., Akron, Ohio. (M)

Tomablu Hi-Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Tomablu Lo-Cut. The Servus Rubber Co., Rock Island, Ill. (M)

Toma-crepe. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Ox. The Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Short Boot. Servus Rubber Co., Rock Island, Ill. (M)

Tomahawk Work Shoe. Servus Rubber Co., Rock Island, Ill. (M)

Tom Boy. Herbst Shoe Mfg. Co., Milwaukee, Wis. (M)

Tom Brown. The H. C. Godman Co., Columbus, Ohio. (M)

Tom, Dick & Harry. R. P. Hazzard Co., Gardiner, Me. (M)

Tom Keene. The H. C. Godman Co., Columbus, Ohio. (M)

Tom Roberts Makes Them. Roberts Shoe Co., Georgetown, Mass. (M)

Tom Terry. Craddock-Terry Co., Lynchburg, Va. (M)

Tondo. Hood Rubber Co., Watertown, Mass. (M)

Tootsies. Tootsies, Inc., Rochester, N. Y. (M)

Tootsie Hikers. Tootsies, Inc., Rochester, N. Y. (M)

Too Tuff to Scuff. Holland Shoe Co., Holland, Mich. (M)

Top Flight. Phillips-Baker Rubber Co., Providence, R. I. (M)

"Top Notch" Rubber Boots and Canvas Rubber Footwear. The Beacon Falls Rubber Shoe Co., Beacon Falls, Conn. (M)

Top Notch. Levy Shoe Co., Montgomery, Ala. (W)

Top-Valu. The Servus Rubber Co., Rock Island, Ill. (M)

Tornado. Cambridge Rubber Co., Cambridge, Mass. (M)

Toronto. The B. F. Goodrich Co., Akron, Ohio. (M)

Torson Arch Shoe. Pedometer Tested, The. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Torson Arch Shoes for Boys. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Torson Shoe. Herold-Bertsch Shoe Co., Grand Rapids, Mich. (M)

Torson Shoes, Pedometer Tested. Herold-Bertsch Shoe Co., Grand Rapid, Mich. (M)

Tot. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Totem—Shoes for Good Little Indians. O'Donnell Shoe Corp., St. Paul, Minn. (M)

Touch Down Welt. H. W. Merriam Shoe Co., Newton, N. J. (M)

Tough Wear. Powell & Campbell, New York, N. Y. (W)

Tourist. Chicago Footwear Co., Chicago, Ill. (W)

Tourist. Monroe Bros. & Co., Philadelphia, Pa. (W)

Tournament. Cambridge Rubber Co., Cambridge, Mass. (M)

Tournament. John Wanamaker, New York, N. Y. (R)

Tower. I. Leventhal & Sons, West New Brighton, Staten Island, N. Y. (R)

Town Club. Craddock-Terry Co., Lynchburg, Va. (M)

Town Ease. Herbert W. Hanan, Brooklyn, N. Y.

Town Field. Cushman Co., Chicago, Ill. (W)

Town Group. A. H. Geuting Co., Philadelphia, Pa. (R)

Town Talk. The Field Bros. Shoe Co., Inc., Bridgewater, Mass. (M)

Town Talk (Men's). Nebraska Clothing Co., Omaha, Neb. (R)

Toy Block Design (Soft padded sole bootee). Federal Slipper Co., Inc., New York City. (M)

Toz-ez. Norwalk Slipper Co., South Norwalk, Conn.

Trackshu. Hood Rubber Co., Watertown, Mass. (M)

Traction. Hood Rubber Co., Watertown, Mass. (M)

Tractor. Cambridge Rubber Co., Cambridge, Mass. (M)

Tractor. Endicott Johnson Corp., Endicott, N. Y. (M)

Trade Builder Shoe. Pennington Trade Builder Shoe Co., Chicago, Ill. (W)

Trade Builders. Merchants Supply Co., Dubuque, Ia. (W.)

Trade Builders. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Trade Builders. M. T. Shaw, Inc., Coldwater, Mich. (M)

Trader. Cambridge Rubber Co., Cambridge, Mass. (M)

Trader. Goodwill Shoe Co., Holliston, Mass. (M)

Tradesman. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

Trade Winner. Gust. Lauenstein, Milwaukee, Wis. (M)

Trade Winners. Merchants Supply Co., Dubuque, Iowa. (W)

Traffic. Cambridge Rubber Co., Cambridge, Mass. (M)

Traffic Police. Endicott Johnson Corp., Endicott, N. Y. (M)

Trailfinder. Dunham Bros. Co., Brattleboro, Vt. (W)

Trail King. Hood Rubber Co., Watertown, Mass. (M)

Trailler. Shaft-Pierce Shoe Co., Faribault, Minn. (M)

Trail Mocs. Trail Moc Shoe Co., Inc., Saco, Me. (M)

Trailshu. Hood Rubber Co., Watertown, Mass. (M)

Trained Nurse. John Ebberts Shoe Co., Inc., Buffalo, N. Y. (M)

Tramper. Hood Rubber Co., Watertown, Mass. (M)

Tramper. C. A. Stanton's Sons, Madison, Ind. (W)

Trapper. Hood Rubber Co., Watertown, Mass. (M)

Travelese—Registered Welt Walking Shoes. Laird, Schober & Co., Philadelphia, Pa. (M)

Travelight. H. Wilensky & Sons Co., Atlanta, Ga. (M)

Travelong (Hager's). Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Treadeasy. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Treadeasy Fairway Arch Support. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Treadeasy Junior. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Tread Light. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Tread Straight. United Shoe Mfg. Co., St. Louis, Mo. (M)

Tread Straight. Brown Shoe Co., St. Louis, Mo. (M)

Treasure. Endicott Johnson Corp., Endicott, N. Y. (M)

Tredflex. Cambridge Rubber Co., Cambridge, Mass. (M)

Tred-lite. Cambridge Rubber Co., Cambridge, Mass. (M)

TRADE NAMES and BRANDS of SHOES

Tredware. Hood Rubber Co., Watertown, Mass. (M)

Treks. Cambridge Rubber Co., Cambridge, Mass. (M)

Treks. Charles F. Hubbs & Co., New York, N. Y.

Tremont. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Tremont. Hood Rubber Co., Watertown, Mass. (M)

Trenton. The B. F. Goodrich Co., Akron, Ohio. (M)

Tretco. Tretco Shoe Mfg. Co., Baltimore, Md. (M)

Trex. Cambridge Rubber Co., Cambridge, Mass. (M)

Triangle Arch Support. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Triangle Brand. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Trianon. Stern's, New York, N. Y. (R)

Tribune. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Tri City. The Servus Rubber Co., Rock Island, Ill. (M)

Tri-Fit Arch Support. Bob Smart Shoe Co., Milwaukee, Wis. (M)

Trim Betty. The Servus Rubber Co., Rock Island, Ill. (M)

Trimshu. Hood Rubber Co., Watertown, Mass. (M)

Trim-Tred Shoes. Avenue Shoe Co., St. Louis, Mo.

Trinkle Toes. Virginia Shoe Co., Fredericksburg, Va. (M)

Trinity. Hood Rubber Co., Watertown, Mass. (M)

Triple-Fit. Field Bros. & Gross Co., Auburn, Me. (M)

Triple Tread. Converse Rubber Shoe Co., Malden, Mass. (M)

Triple Union. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Triplex. Cambridge Rubber Co., Cambridge, Mass. (M)

Tri Point Tread. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Tripoleze. The Frolicher Shoe Co., Lawrenceburg, Ind. (M)

Tri-to-walk. Vaughn Bros., Salem, Mass. (M)

Trojan. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Trojan. Men's Shoes. Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Trojan Arch-Men's Shoes. Stewart-Dawes Shoe Co., Inc., Los Angeles, Cal. (M)

Trooper. Cambridge Rubber Co., Cambridge, Mass. (M)

Trooper. Endicott Johnson Corp., Endicott, N. Y. (M)

Trooper. Firestone Footwear Co., Boston, Mass. (M)

Trophy Tread. Essex Rubber Co., Inc., Trenton, N. J. (M)

Trot Moc, Back to Nature. Smith-Crawford Shoe Corp., Hudson, Mass. (M)

Trotter. Cambridge Rubber Co., Cambridge, Mass. (M)

Trouting. Hood Rubber Co., Watertown, Mass. (M)

Tru Arch. C. F. Thatcher, Inc., Brooklyn, N. Y. (M)

Truckman. Endicott Johnson Corp., Endicott, N. Y. (M)

Truckman. Goodwill Shoe Co., Holliston, Mass. (M)

Truckshu. Hood Rubber Co., Watertown, Mass. (M)

Tru-Fit Arch Support. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Trueflex. Truitt Bros., Inc., Binghamton, N. Y. (M)

True Form (Shoes for Children). Fuhrman Bros., New York City. (R)

Tru-Grip. Clement & Bell Shoe Mfg. Co., Baltimore, Md. (M)

Trulifine. McCain-Wright, Inc., St. Louis, Mo. (M)

Tru-pe-dic. Doyle Shoe Co., Brockton, Mass. (M)

Tru-pe-dic. Doyle Shoe Co., Brockton, Mass. (M)

Tru-Poise. Selby Shoe Co., Portsmouth, Ohio. (M)

Tru-Rest Felt Slippers. Morse & Rogers, New York Branch International Shoe Co., New York, N. Y. (M)

True Step (Arch Shoe). Robinson-Bynon Shoe Co., Auburn, N. Y. (M)

Truval. Smith & Herrick Co., Albany, N. Y. (W)

Truwauk Shoes for Men. Field & Flint Co., Brockton, Mass. (M)

True Worth. Smith & Herrick Co., Albany, N. Y. (W)

Truss-arch. Krippendorf-Dittmann Co., Cincinnati, Ohio. (M)

T-S Shoe, The. Tober-Saifer Shoe Co., Inc., St. Louis, Mo. (W)

"Tufenuf." Melville Shoe Corp., New York City. (R)

Tuffer. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Tuff Kicks. Sobel Shoe Co., Inc., Boston, Mass.

Tuf-Flex. Brown Shoe Co., St. Louis, Mo. (M)

Tuffshu. Hood Rubber Co., Watertown, Mass. (M)

Tuff Soo. Hood Rubber Co., Watertown, Mass. (M)

Tufnut. Endicott Johnson Corp., Endicott, N. Y. (M)

Tuftan. Holland Shoe Co., Holland, Mich. (M)

Tuf-Tread. John Pilling Shoe Co., Lowell, Mass. (M)

Tuf Wear. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Tu-Nu-Sol Shoes. Daly Brothers Shoe Co., Inc., Keene, N. H. (M)

Tupper Slippers. Tupper Slipper Corp., Brooklyn, N. Y.

Turnarch. H. G. Lumbard Shoe Co., Auburn, Me. (M)

Turnstyle. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Turn-Over. J. W. Carter Co., Nashville, Tenn. (M)

Tuxedo. Endicott Johnson Corp., Endicott, N. Y. (M)

Tuxedo. Hood Rubber Co., Watertown, Mass. (M)

Tweedettes. Tweedie Footwear Corp., Jefferson City, Mo. (M)

Tweedie's Alluring Footwear for Women. Tweedie Footwear Corp., Jefferson City, Mo. (M)

Tweedie Shoes. Tweedie Footwear Corp., Jefferson City, Mo. (M)

Twilight Comfort (Wemen's). C. W. Marks Shoe Co., Chicago, Ill. (W)

Twenty-one Hundred. Hamilton Brown Shoe Co. St. Louis, Mo. (M)

Twilight Comforts'. Greene, Anthony & Co., Providence, R. I. (W)

Twinfit. The United States Shoe Co., Cincinnati, Ohio. (M)

Twin-Grip Golf Shoes for Men. French, Shriner & Urner, Boston, Mass. (M)

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ALWAYS IN STOCK
Goodyear Welt Sport Shoes
Littleway Style Shoes
HUTH & JAMES
SHOE MFG. CO.
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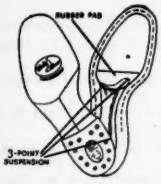

—a Walk-Over

and can be bought only in Walk-Over Shoes.

GEO. E. KEITH COMPANY
Campello, Brockton, Mass.

TRADE NAMES and BRANDS of SHOES

Twinkies. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Twinkies Natural Aid Health Shoes. Hamilton Brown Shoe Co., St. Louis, Mo. (M)

Twinkie Twippers. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Twinkles. Cambridge Rubber Co., Cambridge, Mass. (M)

Twinkle Toes (Children's). H. Brandt & Sons, Chicago, Ill. (W)

Twinkle Toes. Powell & Campbell, New York City. (W)

Twinkle Toes. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Two Way Seam. G. H. Bass Co., Wilton, Me. (M)

Tyer. Tyer Rubber Co., Andover, Mass. (M)

U

U. K. Tan. Woodbury Shoe Mfg. Co., Rockingham, N. H. (M)

Ultra-Arch. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Umpire. Hood Rubber Co., Watertown, Mass. (M)

Uncle Remus. McElroy-Sloan Shoe Co., Western Dept. Craddock-Terry Co., St. Louis, Mo. (M)

Uneedan Elk. F. H. Welch Co., White Cloud, Mich. (M)

Unicorn. Cambridge Rubber Co., Cambridge, Mass. (M)

Unique Line (Stitchdowns, Stitchsteps, and Turns). Artisan Shoe Corp., Rochester, N. Y.

Union. Union Shoe Co., Brockton, Mass. (M)

"United Workingmen." Williams Marvin Co., San Francisco, Cal. (M)

Unitized by Johansen. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Unitized De Luxe by Johansen. Johansen Bros. Shoe Co., St. Louis, Mo. (M)

Universal. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

University. Cambridge Rubber Co., Cambridge, Mass. (M)

Uptown Shoes for the Man About Town. Roberts, Johnson & Rand, Branch International Shoe Co., St. Louis, Mo. (M)

U Rah. Huth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

U.S.A. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Usaco. Brown Shoe Co., St. Louis, Mo. (M)

U. S. Brand Rubber Footwear. United States Rubber Co., New York City. (M)

U. S. Blue Ribbon Heavy Footwear. United States Rubber Co., New York City (M)

U. S. Scout. Endicott Johnson Corp., Endicott, N. Y. (M)

Usona. Brown Shoe Co., St. Louis, Mo. (M)

Utility. Hood Rubber Co., Watertown, Mass. (M)

Utility. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Utley Style Shoes. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

Utley 3 Way. Harsh & Chapline Shoe Co., Milwaukee, Wis. (M)

U Wear. The Goodyear Rubber Co., Middletown, Conn. (M)

V

V. Valley Shoe Co., St. Louis, Mo. (M)

Vac. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Vacation. Hood Rubber Co., Watertown, Mass. (M)

Valcraft. Valley Shoe Corporation, St. Louis, Mo. (M)

Valley. Valley Shoe Corp., St. Louis, Mo. (M)

Value. Endicott-Johnson Corp., Endicott, N. Y. (M)

Value. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Value Built. J. K. Orr Shoe Co., Atlanta, Ga. (M)

Vamp, The. Cambridge Rubber Co., Cambridge, Mass. (M)

Vanadium. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Vanco. The Van Voorhies-Phinney Co., Sacramento, Cal. (W)

Vandalia (Feminine Footwear). Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Vanguard. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Vanitee. Phillips-Baker Rubber Co., Providence, R. I. (M)

Vanity. S. J. Brouwer Shoe Co., Milwaukee, Wis. (R)

Vanity Arch. Plaut-Butler Co., Cincinnati, Ohio. (M)

Vanity Fair. General Footwear Corp., New York City. (M)

Vanity Maid. The H. C. Godman Co., Columbus, Ohio. (M)

Vanity Vogue. Wm. Eastwood & Son Co., Rochester, N. Y. (R)

Vanity-Vogue. Mocca Shoe Co., Rochester, N. Y. (M)

Vantage. Hood Rubber Co., Watertown, Mass. (M)

Varsity. The B. F. Goodrich Co., Akron, Ohio. (M)

Varsity. Endicott Johnson Corp., Endicott, N. Y. (M)

Varsity. Hood Rubber Co., Watertown, Mass. (M)

Varsity. Hanover Rubber Co. West Hanover, Mass. (M)

Varsity Girl. E. P. Reed & Co., Rochester, N. Y. (M)

Varsity Tap. Kuth & James Shoe Mfg. Co., Milwaukee, Wis. (M)

Vas-Co Tri-Tan Soles. Virginia Shoe Co., Inc., Fredericksburg, Va. (M)

Vega. Cambridge Rubber Co., Cambridge, Mass. (M)

Velv-A-Flex. Hamilton-Brown Shoe Co., St. Louis, Mo. (M)

Venti-Flex. E. E. Taylor Corp., Boston, Mass. (M)

Ventilator. Endicott Johnson Corp., Endicott, N. Y. (M)

Ventilator. Peters Branch of International Shoe Co., St. Louis, Mo. (M)

Verdmont. Dunham Bros. Co., Brattleboro, Vt. (W)

Verifine Slippers. Kozy Komfort Shoe Mfg. Co., Milwaukee, Wis. (M)

Veriped. Cushman-Hollis Co., Auburn, Me. (M)

Versailles. Tweedie Footwear Corp., Versailles, Mo. (M)

Versatile. Hood Rubber Co., Watertown, Mass. (M)

Veteran. Cambridge Rubber Co., Cambridge, Mass. (M)

Victor. Smith & Herrick Co., Albany, N. Y. (W)

Victor Five Shoe. Bona Allen, Inc., Buford, Ga. (M)

Victorial Kid Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Victory. The B. F. Goodrich Co., Akron, Ohio. (M)

Victory Arch. Endicott Johnson Corp., Endicott, N. Y. (M)

Victory Six. Endicott Johnson Corp., Endicott, N. Y. (M)

Victory Three. Endicott-Johnson Corp., Endicott, N. Y. (M)

Victory Wing. Cambridge Rubber Co., Cambridge, Mass. (M)

Vida Pump. Servus Rubber Co., Rock Island, Ill. (M)

Vidi. O'Anglo Bauer Corp., New York, N. Y.

Vigor. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Viking. Hood Rubber Co., Watertown, Mass. (M)

Viking. I. B. Kleinert Rubber Co., New York, N. Y. (M)

Vim Health Shoe. The H. C. Godman Co., Columbus, Ohio. (M)

Violet Ray. Brown Shoe Co., St. Louis, Mo. (M)

Virginia. Morse & Rogers, New York, N. Y. (M)

Virginia Dare. Morse & Rogers, N. Y. C. (W)

Vital-Arch. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Vitality. International Shoe Co., St. Louis, Mo. (M)

Vitality Health Shoe. Vitality Shoe Co. Branch of International Shoe Co., St. Louis, Mo. (M)

Vita-Mode. Bender Shoe Co., Lynn, Mass.

Vitamode. Leopold Shoe Co., Salem, Mass. (M)

Vita Mode. Adapto Shoe Co., Inc., New York, N. Y.

Vita-Pedic. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Vita-Ray Sandal. Cambridge Rubber Co., Cambridge, Mass. (M)

Vogue. Hood Rubber Co., Watertown, Mass. (M)

Vogue Footholds. Firestone Footwear Co., Boston, Mass. (M)

Volga. Cambridge Rubber Co., Cambridge, Mass. (M)

Volga. The Miller Rubber Co., Inc., Akron, Ohio. (M)

Volunteer. Central Shoe Co., St. Louis, Mo. (M)

Volunteer. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Voyager. Lane Brothers Co., Boston, Mass. (W)

Vulcan. Goodwill Shoe Co., Holliston, Mass. (M)

Vulco. Cambridge Rubber Co., Cambridge, Mass. (M)

Vulco Crepe. Cambridge Rubber Co., Cambridge, Mass. (M)

W

W. G. S. William Greilich & Sons, Brooklyn, N. Y. (M)

Wabash. Brown Shoe Co., St. Louis, Mo. (M)

W. & C. Fashion Welt. Ault-Shackford Shoe Co., Auburn, Me. (M)

Wagner. Wagner Bros. Shoe Co., Pittsburgh, Pa. (W)

Waiss Solid Comfort Shoe. Milton Waiss, San Francisco, Cal. (W)

Waldorf. Chicago Footwear Co., Chicago, Ill. (W)

Wales Goodyear. United States Rubber Co., New York City. (M)

Wales Shoe. Julius Goldstein & Sons, Boston, Mass. (W)

Walkabout. Field Bros. & Gross Co., Auburn, Me. (M)

Walkabout Shoe. Modern Shoe Co., St. Louis, Mo. (W)

Walk-Croft. Bancroft-Walker Co., Boston, Mass. (M)

Walk Easy. Stephen Putney Shoe Co., Richmond, Va. (W)

Walk-In. Scranton Shoe & Rubber Co., Scranton, Pa. (W)

Walk-In. Walkin Shoe Co., Schuylkill Haven, Pa. (M)

Walkinease. Sam Armishaw, Portland, Ore.

Walkington. Goldoft Shoe Co., El Paso, Tex. (W)

Walkmore—For Women. Nath'l Fisher & Co., New York, N. Y. (W)

Walk on Air in Air-O-Pedics. Paul C. Wolfer Co., Everett, Mass. (M)

Walk-Over and Walkover Main Spring Arch. Geo. E. Keith Co., Brockton, Mass. (M)

Walk Right Shoe. Sam Levy & Co., Nashville, Tenn. (W)

TRADE NAMES and BRANDS of SHOES

Walkrite. Walkrite Shoe Co., Chicago, Ill. (M)

Walkrite Shock Absorber Shoe, The. Walkrite Shoe Co., Chicago, Ill. (M)

Walk Smartly in Comfort. Hurley Shoe Co., Rockland, Mass. (M)

Walkure Shoe, The. Clinton Shoe Mfg. Co., Clinton, Iowa. (M)

Wall-Mark. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Shoe. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Shoe For Men, The. Wall, Streeter Shoe Co., North Adams, Mass. (M)

Wall Street. Stephen Putney Shoe Co., Richmond, Va. (W)

Walrus. Hood Rubber Co., Watertown, Mass. (M)

Walton. A. G. Walton & Co., Chelsea, Mass. (M)

Walton. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Wampas Welts. Elias-Katz Shoe Factories, Inc., Los Angeles, Cal. (M)

Wannalancit Moccasins. Wannalancit Moccasin, Lowell, Mass. (M)

Wan-Tum. Whitmore-Tirrell Shoe Corp., Rockland, Mass. (M)

Warren. Cambridge Rubber Co., Cambridge, Mass. (M)

Warrior. Eady Shoe Mfg. Co., Otsego, Mich. (M)

Warrior. Morse & Rogers, Branch International Shoe Co., New York, N. Y. (M)

Warsaw. Hood Rubber Co., Watertown, Mass. (M)

Washington. Chicago Footwear Co., Chicago, Ill. (W)

Washington. Friedman-Shelby, Branch International Shoe Co., St. Louis, Mo. (M)

Watchman. Goodwill Shoe Co., Holliston, Mass. (M)

Water Lily Brand. E. A. Guinzburg, New York City. (M)

Waterproof. Hood Rubber Co., Watertown, Mass. (M)

Watershed. Converse Rubber Shoe Co., Malden, Mass. (M)

Watsontown. Haynes-Henson Shoe Co., Knoxville, Tenn. (W)

Waukeze. Endicott Johnson Corp., Endicott, N. Y. (M)

Waukezy. Dunham Bros. Co., Brattleboro, Vt. (W)

Wauna Shoes. W. E. Carter, Vancouver, Wash. (W)

Waupaca. The B. F. Goodrich Co., Akron, Ohio. (M)

Waverly. Hood Rubber Co., Watertown, Mass. (M)

Wayfarer Shoe, The. King Bros. Shoe Co., Bristol, Tenn. (W)

WBJ (Sub Deb and Junior Shoes). Wm. B. Johnson Shoe Co., Dixon, Ill. (M)

Wearflex. Endicott Johnson Corp., Endicott, N. Y. (M)

Wearflex Sport. Endicott-Johnson Corp., Endicott, N. Y. (M)

Wear-Mor. Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Wearopedic. Bell, Walt & Co., Inc., Philadelphia, Pa. (W)

Wear-Plus. Consolidated Shoe Co., Inc., Lynchburg, Va. (W)

Weather Wear. International Shoe Co., Manchester, N. H. (M)

Weatherbird. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Weave Netting. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Weavette Sandals. Jefferson Import Co., Inc., New York City. (W)

Webfoot. Hood Rubber Co., Watertown, Mass. (M)

Webster Shoe. A. J. Bates Co., Webster, Mass. (M)

Week-Ender. The Abbott Co., Yarmouth, Me. (M)

Wee-Mocs. True Moccasins for Little Feet. G. H. Bass & Co., Wilton, Me. (M)

Wee-Tots. Eby Shoe Co., Inc. (M) Ephrata, Pa.

Welead. A. W. Tedcastle, Boston, Mass. (W)

Welfleet. Hood Rubber Co., Watertown, Mass. (M)

Wellesley. Hood Rubber Co., Watertown, Mass. (M)

Wellesley. Lane Bros. Co., Boston, Mass. (W)

Wellesion. The Servus Rubber Co., Rock Island, Ill. (M)

Wellington. Chicago Footwear Co., Chicago, Ill. (W)

Wellington. Hood Rubber Co., Watertown, Mass. (M)

Welshod. W. Y. Miller, Schuylkill Haven, Pa. (M)

Wenham. Hood Rubber Co., Watertown, Mass. (M)

Western Arch Support Health Shoe. Western Shoe Co., Toledo, Ohio. (W)

Western Boy. Western Shoe Co., Toledo, Ohio. (W)

Westland. Hood Rubber Co., Watertown, Mass. (M)

Westminster. Hood Rubber Co., Watertown, Mass. (M)

Weston. Hood Rubber Co., Watertown, Mass. (M)

Westport. Brown Shoe Co., St. Louis, Mo. (M)

Weyco. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Weyenberg Shoes for Service. Weyenberg Shoe Mfg. Co., Milwaukee, Wis. (M)

Whippet. Hood Rubber Co., Watertown, Mass. (M)

Whippit. Endicott-Johnson Corp., Endicott, N. Y. (M)

Whirlwind. Cambridge Rubber Co., Cambridge, Mass. (M)

White Crest. L. Q. White Shoe Co., Bridgewater, Mass. (M)

Whiteflash. Cambridge Rubber Co., Cambridge, Mass. (M)

Whitehall. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

White House Shoes. Brown Shoe Co., St. Louis, Mo. (M)

White House Shoes. Platell Shoe Co., New York City. (W)

Whitemac. The B. F. Goodrich Co., Akron, Ohio. (M)

White Rock. Hood Rubber Co., Watertown, Mass. (M)

White's Arch Ease. White's Shoe Shop, Spokane, Wash. (M)

White's Growing Girl. Richard White & Co., Inc., Philadelphia, Pa. (M)

Whiteswan. Cambridge Rubber Co., Cambridge, Mass. (M)

White-Tops. Converse Rubber Shoe Co., Malden, Mass. (M)

Whitewood. Hood Rubber Co., Watertown, Mass. (M)

Whitex. Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. (M)

Whitman. Commonwealth Shoe & Leather Co., Whitman, Mass. (M)

Whitshu. Hood Rubber Co., Watertown, Mass. (M)

Whiz. Converse Rubber Shoe Co., Malden, Mass. (M)

Whiz. Endicott-Johnson Corp., Endicott, N. Y. (M)

Whiz Bang. Central Shoe Co., St. Louis, Mo. (M)

Whoopee. Bedell, New York City. (R)

W. H. Webb Shoes. W. H. Webb Shoe Co., Denver, Colo.

Whyteboy. Hood Rubber Co., Watertown, Mass. (M)

Wichita. The B. F. Goodrich Co., Akron, Ohio. (M)

Wiggletoe Cushion Shoe (Infants', Children's and Misses'). Rosenwasser Shoe Corp., Long Island City, N. Y. (M)

Wigwam. J. L. Coombs & Co., Bangor, Me. (M)

Wigwam Brand. G. F. Gosselin, St. Paul, Minn. (M)

Wilbur Coon Shoes. W. B. Coon Co., Rochester, N. Y. (M)

Wild Cat. N. B. Thayer Shoe Co., East Rochester, N. H. (M)

Wildfire. Endicott-Johnson Corp., Endicott, N. Y. (M)

Wm. A. Miller. The H. C. Godman Co., Columbus, Ohio. (M)

Willow. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Willowwelt Process, The. W. B. Coon Co., Rochester, N. Y. (M)

Will Wear Well. A. G. Walton & Co., Inc., Chelsea, Mass. (M)

Wilson. Chicago Footwear Co., Chicago, Ill. (W)

Wilson's Better for Less. Wilson Shoe Co., La Salle, Ill. (W)

Wilton Shoes and Moccasins. G. H. Bass & Co., Wilton, Me. (M)

Wingait. I. Miller & Sons, Long Island City, N.Y. (M)

Wings. Phillips-Baker Rubber Co., Providence, R. I. (M)

Winner. Hood Rubber Co., Watertown, Mass. (M)

Winner, The. National Shoe Co., Savannah, Ga. (W)

Winner. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Winnipeg. The B. F. Goodrich Co. Akron, Ohio. (M)

Winnkenni Shoe, The. W. T. Dyer Co., Haverhill, Mass. (M)

Winsor. Cambridge Rubber Co., Cambridge, Mass. (M)

THE CORCOR SHOE represent the 1932 standard of Men's $5.00 SHOES

JOSEPH F. CORCORAN
SHOE COMPANY - BROCKTON, MASS.

ARNOLD glove grip SHOES

ARNOLD authentics

M. N. ARNOLD SHOE CO.
A Division of the Stetson Shoe Co., Inc.
SOUTH WEYMOUTH, MASS.

TRADE NAMES and BRANDS of SHOES

Winter. Goodwill Shoe Co., Holliston, Mass. (M)

Winterlosh. Hood Rubber Co., Watertown, Mass. (M)

Wireless. Cambridge Rubber Co., Cambridge, Mass. (M)

Wisco Athletic Shoes. Wisconsin Shoe Co., Milwaukee, Wis. (M)

Wisconsin Brand—Standard Second Quality. La Crosse Rubber Mills Co., La Crosse, Wis. (M)

Witch-Elk High Grade Athletic Shoes. Witchell-Sheill Co., Chicago, Ill. (W)

Witch Hazel. Dunham Bros. Co., Brattleboro, Vt. (W)

Witt's Benchmade. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Everyday. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Gladpheet Arch-Bilt. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Shoes Win Favor. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

Witt's Special and Dixie Girl. Geo. D. Witt Shoe Co., Southern Dept. Craddock Terry Co., Lynchburg, Va. (M)

W. L. Douglas. W. L. Douglas Shoe Co., Brockton, Mass. (M)

Woe-O-Mocs. G. H. Bass & Co., Wilton, Me. (M)

Wol-Craft. Woldin's, Somerville, N. J. (R)

Wol-Craft Juniors. Woldin's Somerville, N. J. (R)

Wolf Footery. M. Wolf & Sons, Inc., Brooklyn, N. Y. (M)

Wolf Way Pumps. M. Wolf & Sons, Inc., Brooklyn, N. Y.

Wolverine Horse Hide Shoes. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Wolverine Comfort. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Wolverine 1000 Mile. Wolverine Shoe & Tanning Corp., Rockford, Mich. (M)

Women's Companion Cushion Sole. Durand Shoe Co., Richmond, Me. (M)

Women's "Phog" Allen Gym Shoe. The Servus Rubber Co., Rock Island, Ill. (M)

Women's "Strong Arch" Footwear. Keehn Bros., Chicago, Ill. (W)

Wonder. Central Shoe Co., St. Louis, Mo. (M)

Wonder. Peters Branch International Shoe Co., St. Louis, Mo. (M)

Wonderful Shoes for Wonderful Girls. Johnson, Stephens & Shinkle Shoe Co., St. Louis, Mo. (M)

Wonder Wear. B. Friedman Shoe Co., Inc., New York City. (W)

Woodbury's Arch Support. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Cottage Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Double Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Dress Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Fair Play. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Invisible Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Junior Orthopedic Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Locked Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Nature Aid. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Orthopedic. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Spring Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Style Kist Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Stylish Comfort. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's 3 Ease. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodbury's Visible Arch. Woodbury Shoe Mfg. Co., Derry, N. H. (M)

Woodcraft. Marathon Shoe Co., Wausau, Wis. (M)

Woodsman. Hood Rubber Co., Watertown, Mass. (M)

Wood Sole Shoes. Brown Shoe Co., Clayton, N. J. (M)

Wooleather. Wooleather Mfg. Co., Salem, Mass. (M)

Woolieboots. Tendick Shoe Mfg. Co., Milwaukee, Wis. (M)

Woolmock Slippers. Millett Woodbury Co., Beverly, Mass. (M)

Woolrich. Woolrich Woolen Mills, Woolrich, Pa.

Wooly-Hug. Lind Shoe & Slipper Co., Worcester, Mass. (M)

Woonsocket. United States Rubber Co., New York City. (M)

Workman. Endicott-Johnson Corp., Endicott, N. Y. (M)

Workman. Hood Rubber Co., Watertown, Mass. (M)

Work Moc. Haynes Henson Shoe Co., Knoxville, Tenn. (W)

World Beater, All Leather Shoes. F. M. Smith Shoe Co., Milwaukee, Wis. (M)

Worldround. M. Gustin Co., New York City. (M)

World Series. Endicott-Johnson Corp., Endicott, N. Y. (M)

World's Work. C. Gotzian & Co., St. Paul, Minn. (M)

World Wonder Shoe. Geo. W. Hubler Shoe Co., Auburn, Pa. (M)

Worth More. Smith & Herrick Co., Albany, N. Y. (W)

Wos. Arch-Fitta. S. Freidman & Son, Boston, Mass. (W)

Woven Art, Woven Craft, Woven Sports, Woven Text. (All) Woodbury Shoe Mfg. Co. Derry, N. H. (M)

Wrestling Shoe. Hood Rubber Co., Watertown, Mass. (M)

W-R Shoe. Whitney-Roth Shoe Co., Cleveland, Ohio. (W)

Wright Arch Preserver Shoe for Men, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

Wright Shoe for Men, The. E. T. Wright & Co., Inc., Rockland, Mass. (M)

W. S. M. Co. Brand. Winchell Shoe Manufacturing Co., Natick, Mass. (M)

Wurkshu. Hood Rubber Co., Watertown, Mass. (M)

Wynnewood. A. G. Spalding & Bros., Brooklyn, N. Y. (M)

X

X-CEL-O. C. S. Gibbon Co., Inc., Philadelphia, Pa. (M)

X. L. Hood Rubber Co., Watertown, Mass. (M)

X-L-Kaf. Cambridge Rubber Co., Cambridge, Mass. (M)

X-L-N-T. McElroy-Sloan Shoe Co., Western Dept. Craddock Terry Co., St. Louis, Mo. (M)

Xtra Value. Levy Shoe Co., Montgomery, Ala. (W)

Y

Yacht-Club. Cambridge Rubber Co., Cambridge, Mass. (M)

Yachting. Firestone Footwear Co., Boston, Mass. (M)

Yale. H. E. Ackerman, Boston, Mass. (W)

Yankee Belle. United Shoe Co., Philadelphia, Pa. (M)

Yankees. Cambridge Rubber Co., Cambridge, Mass. (M)

Yard Master. Hood Rubber Co., Watertown, Mass. (M)

Yardmaster Over. Servus Rubber Co., Rock Island, Ill. (M)

Yard Wide. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Year Round Home Slippers. Hutchinson-Winch, Boston Branch International Shoe Co., Boston, Mass. (W)

Yellow Stone. Endicott-Johnson Corp., Endicott, N. Y. (M)

Ye Olde Tyme Comfort. Alfred J. Sweet (Division of the United States Shoe Co.), Auburn, Me. (M)

Ye Qualitie Line. Sullivan Baby Shoe Mfg. Co., Rochester, N. Y. (M)

York. Hood Rubber Co., Watertown, Mass. (M)

Yorker Shoes. Diamond Shoe Co., New York City. (W)

You Can Bet Your Boots if They're Walter Booths. Walter Booth Shoe Co., Milwaukee, Wis. (M)

Young Americans. Degner Shoe Co., Milwaukee, Wis. (M)

Young's. Young Shoe Co., Los Angeles, Cal. (W)

Youngster. Endicott-Johnson Corp., Endicott, N. Y. (M)

Youngster. Truitt Bros., Inc., Binghamton, N. Y. (M)

Your Footprint in Leather. E. P. Reed & Co., Rochester, N. Y. (M)

Your Friend. Endicott-Johnson Corp., Endicott, N. Y. (M)

Yours for $5.00. J. W. Carter Co., Nashville, Tenn. (M)

Youthful Vogue. Chapline Mayer Shoe Co., Milwaukee, Wis. (M)

Yrto. Seymour Troy & Co., Brooklyn, N. Y. (M)

Yukon. The B. F. Goodrich Co., Akron, Ohio. (M)

Z

Zambo. Hood Rubber Co., Watertown, Mass. (M)

Zephyr. Hood Rubber Co., Watertown, Mass. (M)

Zephyrwelt. P. W. Minor & Son, Inc., Batavia, N. Y. (M)

Zipper. The B. F. Goodrich Co., Akron, Ohio. (M)

Zipps. The B. F. Goodrich Co., Akron, Ohio. (M)

Zulick. J. S. Zulick & Co., Orwigsburg, Pa. (M)

TRADE NAMES AND BRANDS OF LEATHER

A

A. B. P.—S. F. A. B. Patrick Co., San Francisco, Calif.

Abbo Patent. A. C. Lawrence Leather Co., Peabody, Mass.

Aberdeen. Monarch Leather Co., Chicago, Ill.

Aberdeen Scotch. Barnet Leather Co., Inc., Boston, Mass.

Acloglove. A. C. Lawrence Leather Co., Peabody, Mass.

Aclokoat. A. C. Lawrence Leather Co., Peabody, Mass.

Aclosuede. A. C. Lawrence Leather Co., Peabody, Mass.

Aclotan. A. C. Lawrence Leather Co., Peabody, Mass.

Acme. Acme Tanning Co., Cincinnati, Ohio.

Acme Pigskin. Acme Tanning Co., Cincinnati, Ohio.

Adonis. B. D. Eisendrath Tanning Co., Racine, Wis.

Aero Leather. Radel Leather Mfg. Co., Newark, N. J.

Agoos Kid. Agoos Leather Cos., Inc., Boston, Mass.

Ajax. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Alanac. A. C. Lawrence Leather Co., Peabody, Mass.

Alaska. Pfister & Vogel Leather Co., Milwaukee, Wis.

Alaskan. Monarch Leather Co., Chicago, Ill.

Alco. Avery & Lowry Co., Boston, Mass.

Alfatan. The Cleveland Tanning Co., Cleveland, O.

Allegheny. Howes Bros. Co., Boston, Mass.

Allen. The United States Leather Co., New York City.

Alligator. Barnet Leather Co., Inc., Boston, Mass.

Alligators. Robertson Leather Co., Inc., New York City.

Alpina. F. Hecht & Co., New York City.

Altro Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Amalgamated. Amalgamated Leather Cos., Inc., New York, N. Y.

Amazon. Barnet Leather Co., Boston, Mass.

"Americana Colt". Moore Leather Co., Boston, Mass.

Amerigrain Elk. American Hide & Leather Co., Boston, Mass.

Amilo-Calf. Amdur-Limon Tanning Co., Inc., New York, N. Y.

Amoflex. American Oak Leather Co., Cincinnati, O.

Am-O-Tan. The American Oak Leather Co., Cincinnati, O.

Anchor. Page Belting Co., Concord, N. H.

Anchor Brand. C. Findeiss Sons Co., Zanesville, Ohio.

Anchor Raw Hide. California Tanning Co., St. Louis, Mo.

An Eagle. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Anilene Calf. Endicott-Johnson Corp., Endicott, N. Y.

An Indian Head. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Anzecos. Huch Leather Co., Chicago, Ill.

A.O.T. Products. Albert Trostel & Sons Co., Milwaukee, Wis.

Apex. Hiteman Leather Co., Inc., W. Winfield, N. Y.

Argentine. Barnet Leather Co., Inc., Boston, Mass.

Army. Monarch Leather Co., Chicago, Ill.

A. R. O. Hans Rees' Sons, Inc., New York, N. Y.

Arrow Brand. Boulee-Fraser Tanning Co., Inc., Irvington, N. J.

Arrow Head. Caldwell Lace Lea. Co., Auburn, Ky.

Art in Leather. Silas Musliner, Inc., New York City.

Art Moderne. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Ashland Leather. England Walton & Co., Inc., Philadelphia, Pa.

Ashland Oak. England Walton Co., Philadelphia, Pa.

Ashtabula Brand. Ashtabula Hide & Leather Co., Ashtabula, O.

Ashville Leather. Hans Rees' Sons, Inc., New York, N. Y.

Atasco Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Atlas Brand. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Atta Brown. C. D. Brown & Co., Inc., Rochester, N. Y.

Atta Moor. C. D. Brown & Co., Inc., Rochester, N. Y.

Atta Red. C. D. Brown & Co., Inc., Rochester, N. Y.

Aztec Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

B

B.A. Bona Allen, Inc., Buford, Ga. (M)

Babette Calf. Geo. F. Troutwine & Sons Co., Inc., Gloversville, N. Y.

Baby Block Alligator. Barnet Leather Co., Inc., Boston, Mass.

Baby Leopard. The Griess Pfleger Tanning Co., Cincinnati, O.

Bakimball. Baker & Kimball, Inc., Boston, Mass.

Baltimore Star. The United States Leather Co., New York City.

Barbourwelt. Barbour Welting Co., Brockton, Mass.

Barbour Stormwelt. Barbour Welting Co., Brockton, Mass.

Barkrom. Alpena Leather Corp., Alpena, Mich.

Bark Skivers. C. & W. Pyle Co., Inc., Wilmington, Del.

Baronial. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Barrett-Tan Calf. Barrett & Co., Newark, N. J.

Bay State Oak. Bay State Belting Co., Boston, Mass.

Beach. Barnet Leather Co., Inc., Boston, Mass.

Beadwelt. Barbour Welting Co., Brockton, Mass.

Bedford. Barnet Leather Co., Inc., Boston, Mass.

Bedford. The United States Leather Co., New York City.

Bee & See. Beggs & Cobb, Inc., Boston, Mass.

Beggs & Cobb, Up-to-Date Upper. Beggs & Cobb, Inc., Boston, Mass.

Bengal. Geisman, Musliner & Brightman, Inc., New York City.

Berkletan. Manasse Block Tanning Co., West Berkeley, Calif.

Berkshire. Barnet Leather Co., Inc., Boston, Mass.

Best Kid. The Best Kid Co., Inc., Philadelphia, Pa.

Best Pat. Radel Leather Mfg. Co., Newark, N. J.

Beverly Grain. A. C. Lawrence Leather Co., Peabody, Mass.

Biltmore. Barnet Leather Co., Inc., Boston, Mass.

Black Bear Brand. Radel Leather Mfg. Co., Newark, N. J.

Black Diamond. A. C. Lawrence Leather Co., Peabody, Mass.

Blackhawk. Monarch Leather Co., Chicago, Ill.

Black Hawk Patent. American Hide & Leather Co., Boston, Mass.

Black Jetta. Ohio Leather Co., Girard, Ohio.

Block Alligator. Barnet Leather Co., Inc., Boston, Mass.

Blue Ridge Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Blue-Skin. Henry K. Barnes Co., Salem, Mass.

Blue Velvet. California Tanning Co., St. Louis, Mo.

Blupat. General Leather Co., Newark, N. J.

Blupat Brand Combination Patent. E. R. Nash Leather Co., Inc., Boston, Mass.

Boa. Barnet Leather Co., Inc., Boston, Mass.

Boardwalk. Barnet Leather Co., Inc., Boston, Mass.

Boardwalk. Geisman Musliner & Brightman, Inc., New York City.

Bohemian. Geisman Musliner & Brightman, Inc., New York City.

Bombay. Geisman Musliner & Brightman, Inc., New York City.

Bordeaux. Monarch Leather Co., Chicago, Ill.

Borneo. Geisman, Musliner & Brightman, Inc., New York City.

Boss. California Tanning Co., St. Louis, Mo.

Boston Kid. Schwarz Bros. Co., Harrison, N. J.

Botany. Geisman, Musliner & Brightman, Inc., New York City.

Bouclé. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Boufra Brand. Boulee-Fraser Tanning Co., Inc., Irvington, N. J.

Boulevard. Pfister & Vogel Leather Co., Milwaukee, Wis.

Boulevard Kid Linings. Agoos Leather Cos., Inc., Boston, Mass.

Box Calf. American Hide & Leather Co., Boston, Mass.

Box Kips. American Hide & Leather Co., Boston, Mass.

Boyne City. Howes Bros. Co., Boston, Mass.

Boyne City Dry Foot Brand. Michigan Tanning & Extract Co., Petoskey, Mich.

Brandt. Brandt Leather Co., Norwood, Mass.

Brezco. N. Brezner & Co., Boston, Mass.

Bretney's O. K. Oak. H. V. Bretney Co., Springfield, Ohio.

Bretney's Special Oak. H. V. Bretney Co., Springfield, Ohio.

Bristol. J. M. Delaney Co., Inc., Meriden, Conn.

Broadmoor. Barnet Leather Co., Inc., Boston, Mass.

Broadtail. Barnet Leather Co., Inc., Boston, Mass.

Brocada. Barnet Leather Co., Inc., Boston, Mass.

Brocade Leather. Radel Leather Mfg. Co., Newark, N. J.

Brogue. Northwestern Leather Co. Trust, Boston, Mass.

Bruce. The United States Leather Co., New York City.

Bruno. Creese & Cook Co., Boston, Mass.

Bucko Calf. Hunt-Ranklin Leather Co., Boston, Mass.

Buckshu. Gutmann & Co., Inc., Chicago, Ill.

Bull's Head. Chas. A. Schieren Co., Boston, Mass.

Butan. Buffalo Tanners, Inc., Buffalo, N. Y.

Butterfly Kids. Moore Leather Co., Boston, Mass.

TRADE NAMES and BRANDS of LEATHER

C

Cadet Patent. American Hide & Leather Co., Boston, Mass.

Cafe. Barnet Leather Co., Inc., Boston, Mass.

Calcutta. Barnet Leather Co., Inc., Boston, Mass.

Caledonia. The United States Leather Co., New York City.

Calflyke. Radel Leather Co., Newark, N. J.

Calumet. Fred Rueping Leather Co., Fond du Lac, Wis.

Cambridge. Barnet Leather Co., Inc., Boston, Mass.

Camelaire. A. C. Lawrence Leather Co., Peabody, Mass.

Caramel. Barnet Leather Co., Inc., Boston, Mass.

Caravan Kid. Leviseur, Haroth & Co., Inc., Salem, Mass.

CasCo. Chas. A. Schieren Co., Boston, Mass.

Casino. Barnet Leather Co., Inc., Boston, Mass.

Catawba. The United States Leather Co., New York City.

Cattaraugus. Kistler Leather Co., Boston, Mass.

Cattaraugus. Penn Leather Co., Philadelphia, Pa.

Cavendish Calf. Hunt-Rankin Leather Co., Boston, Mass.

Chain's Full Grain Retan (Sole Leather). Chain Leather Co., Peabody, Mass.

Chains Genuine Leather Waterproof. Chain Leather Co., Peabody, Mass.

Chameleon. Barnet Leather Co., Inc., Boston, Mass.

Charleston. Barnet Leather Co., Inc., Boston, Mass.

Charmeuse. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Chattanooga. The United States Leather Co., New York City.

Cherokee. Fred Rueping Leather Co., Fond du Lac, Wis.

Cheshire. Creese & Cook Co., Boston, Mass.

Chester. J. M. Delaney Co., Inc., Meriden, Conn.

Chevrita. A. C. Lawrence Leather Co., Peabody, Mass.

Chevron. Griess Pfleger Tanning Co., Cincinnati, O.

Chic. Barnet Leather Co., Inc., Boston, Mass.

Chinchilla. Geisman, Musliner & Brightman, Inc., New York City.

Chippendale. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Chippewa. Fred Rueping Leather Co., Fond du Lac, Wis.

Chro Blue. Radel Leather Mfg. Co., Newark, N. J.

Chroline. The Cleveland Tanning Co., Cleveland, O.

Chrome Army Grain. A. C. Lawrence Leather Co., Boston, Mass.

Chrome Longwear Retan (Sole Leather). Chain Leather Co., Peabody, Mass.

Chrome Retan. Drisole Tanning Co., Inc., Cudahy, Wis.

Chrome Splits. Northwestern Leather Co. Trust, Boston, Mass.

Chrome Velvet Splits. Wright & Wright, Inc., Peabody, Mass.

Chromexcel. Horween Leather Co., Chicago, Ill.

Chromok (Patent Sides). W. D. Byron & Sons, Inc., Williamsport, Md.

Clarion. The United States Leather Co., New York City.

Clearfield. The United States Leather Co., New York City.

Cletan. The Cleveland Tanning Co., Cleveland, O.

"Clio" Kid. Amalgamated Leather Companies, Philadelphia, Pa.

Clover Leaf Red Seal Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Cobbler. Belgrade Leather Co., Philadelphia, Pa.

Cobra. Barnet Leather Co., Inc., Boston, Mass.

Cocheco Cement. I. B. Williams & Sons, Dover, N. H.

Cocheco (Plain Cemented Flat Leather Belting). I. B. Williams & Sons, Dover, N. H.

Collegiate. Barnet Leather Co., Inc., Boston, Mass.

Colonial. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Colonial Brand Patent Leather. Colonial Tanning Co., Boston, Mass.

Columbia. The United States Leather Co., New York City.

Concord. Page Belting Co., Concord, N. H.

Condor. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Continental Oak. Pine Grove Tanning Co., Pine Grove, Pa.

Copper Lustre. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Coralustre. Radel Leather Mfg. Co., Newark, N. J.

Cordover. Dual Leather Corp., Elizabeth, N. J.

Coreykid. Corey Leather Co., Boston, Mass.

Corona. Lucius Beebe & Sons, Inc., Boston, Mass.

C-O Tan. Shingle-Gibb Leather Co., Philadelphia, Pa.

Coudersport. The United States Leather Co., New York City.

Country Club. J. S. Barnet & Sons, Lynn, Mass.

Cover Carolina Oak. F. P. Cover & Sons, Inc., Andrews, N. C.

Crackle. Griess Pfleger Tanning Co., Cincinnati, O.

Creco. Creese & Cook Co., Danvers, Mass.

Cremore. Pfister & Vogel Leather Co., Milwaukee, Wis.

Crepe de Flex. General Leather Co., Newark, N. J.

Cresco. Creese & Cook Co., Boston, Mass.

Crestbrand. Crescent Tanning Co., Woburn, Mass.

Crocodile. Barnet Leather Co., Inc., Boston, Mass.

Cross Bar. Geisman, Musliner & Brightman, Inc., New York City.

Crown. Page Belting Co., Concord, N. H.

Crown Kid. A. B. Hoffmann & Son, Inc., Lynn, Mass.

Crystal. Badger State Tanning Co., Sheboygan, Wis.

Cubist. Geisman, Musliner & Brightman, Inc., New York City.

Cuir de Neige. John R. Evans & Co., Camden, N. J.

D

Damascus. The United States Leather Co., New York City.

Damask. Griess Pfleger Tanning Co., Cincinnati, Co.

Dandy New Maleskin. California Tanning Co., St. Louis, Mo.

Dansant. Barnet Leather Co., Boston, Mass.

Daylight. Day-Gormley Leather Co., Boston, Mass.

Decobuff. The Deford Co., Baltimore, Md.

Decoflex. The Deford Co., Baltimore, Md.

Deerskin. Northwestern Leather Co. Trust, Boston, Mass.

Deford. The Deford Co., Baltimore, Md.

Delhi. Barnet Leather Co., Inc., Boston, Mass.

Dell. The United States Leather Co., New York City.

Del-Oak. J. M. Delaney Co., Inc., Meriden, Conn.

Demi-Glaze. Carl E. Schmidt & Co., Detroit, Mich.

Dentelle. Barnet Leather Co., Inc., Boston, Mass.

Dermaltype. John Reid & Co., Chicago, Ill.

Devalt. Barnet Leather Co., Inc., Boston, Mass.

Devon. Barnet Leather Co., Inc., Boston, Mass.

Diamond. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Dimond Kid. Dimond Kid Co., Boston, Mass.

Diamond Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Diamond P. England, Walton & Co., Inc., Philadelphia, Pa.

Dixie. Chas. A. Schieren Co., Boston, Mass.

Dixie Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Dixie-Upholstery. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Domestic Morocco. C. & W. Pyle Co., Inc., Wilmington, Del.

Domino Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Driguard Waterproof Sole Leather. Haffner Bros., Co., Cincinnati, O.

Drisole. Drisole Tanning Co., Inc., Cudahy, Wis.

Dritred. Drisole Tanning Co., Inc., Cudahy, Wis.

Drytan Laces. J. P. Nortan Leather Co., Peabody, Mass.

Dual. Dual Leather Corp., Elizabeth, N. J.

Dualtone. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Dundee. Barnet Leather Co., Inc., Boston, Mass.

Dungan, Hood & Co., Inc., Fine Glazed Kid. Dungan, Hood & Co., Inc., Philadelphia, Pa.

Duquesne Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Dura Kalf (Imitation Leather). Respro, Inc., Providence, R. I.

Durbin. Howes Bros. Co., Boston, Mass.

Duro Grip. A. C. Lawrence Leather Co., Peabody, Mass.

Dustwite. Chas. King, Johnstown, N. Y.

Duxbak Soles. Chas. A. Schieren Co., Boston, Mass.

Duxbak Waterproof. Chas. A. Schieren Co., Boston, Mass.

E

Eagle Brand. John Reilly Co., Newark, N. J.

Eagle Brand. Chas. A. Schieren Co., Boston, Mass.

Eagle Hold-Fast Lace Leather. American Lace Leather Co., Inc., Richmond, Va.

Eagle. American Lace Leather Co., Inc., Richmond, Va.

Eagle Valley. The United States Leather Co., New York City.

Ebony Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Economy. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Ecre Kid. Barrett & Co., Newark, N. J.

Edel Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Edel Utella Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Edinbrogue. Monarch Leather Co., Chicago, Ill.

Edinmoor. Monarch Leather Co., Chicago, Ill.

Eldorado. F. Hecht & Co., Inc., New York City.

Elk. Endicott-Johnson Corp., Endicott, N. Y.

Elkhorn. The United States Leather Co., New York City.

Elkmoor. Monarch Leather Co., Chicago, Ill.

Elko. Northwestern Leather Co. Trust, Boston, Mass.

Elkshu. Gutmann & Co., Chicago, Ill.

Elk Sides. Northwestern Leather Co. Trust., Boston, Mass.

Emerald. J. M. Delaney Co., Inc., Meriden, Conn.

TRADE NAMES and BRANDS of LEATHER

Empire. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Empire Sides. American Hide & Leather Co., Boston, Mass.

Eric Grain (Calf). Carl E. Schmidt & Co., Inc., Detroit, Mich.

Eskid. Edgar S. Kiefer Tanning Co., Grand Rapids, Mich.

Eskimo Calf. Endicott-Johnson Corp., Endicott, N. Y.

Esteeco Sides Snuffed Black. Sawyer Tanning Co., Inc., Napa, Calif.

Eton. Barnet Leather Co., Inc., Boston, Mass.

Etra. C. D. Kepner Leather Co., Boston, Mass.

Eureka. Page Belting Co., Concord, N. H.

Eureka Brand (Gold and Silver Kid). Salomon & Phillips, New York, N. Y.

Everglades. Barnet Leather Co., Inc., Boston, Mass.

E-W Watershed. England Walton & Co., Inc., Philadelphia, Pa.

Exeter. Monarch Leather Co., Chicago, Ill.

F

Falls Creek. The United States Leather Co., New York City.

Fancy Willow (That "Kiddy" Calf). American Hide & Leather Co., Boston, Mass.

Farmuse Grain. Pfister & Vogel Leather Co., Milwaukee, Wis.

Fascist. Barnet Leather Co., Inc., Boston, Mass.

F. B. & C. Black and Colored Kid. Amalgamated Leather Companies, Philadelphia, Pa.

F. B. & C. Charmooz. Amalgamated Leather Companies, Inc., Philadelphia, Pa.

F. B. & C. Clio Kid. Amalgamated Leather Companies, Philadelphia, Pa.

F. B. & C. White Glazed Kid No. 81. Amalgamated Leather Companies, Philadelphia, Pa.

Featherwelt. Barbour Welting Co., Montello, Mass.

Febeco (Colored and Black Side Leathers). Amalgamated Leather Companies, Philadelphia, Pa.

Fiji. Geisman, Musliner & Brightman, Inc., New York City.

Flintstone. The United States Leather Co., New York City.

Florida. Barnet Leather Co., Inc., Boston, Mass.

Forest Oak. Endicott-Johnson Corp., Endicott, N. Y.

Forest. The United States Leather Co., New York City.

"Forsythia" Patent Leather. The Forsyth Leather Co., Wauwatosa, Wis.

Forsythia Patent Sides. W. R. Hunt & Co., Chicago, Ill.

Frank Oak. S. H. Frank & Co., San Francisco, Cal.

Frosted. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Frosted Calf. The Griess Pfleger Tanning Co., Cincinnati, Ohio.

Futurist. Barnet Leather Co., Inc., Boston, Mass.

Futiristic Kid. Schwarz Bros. Co., Harrison, N. J.

Futuristic Kids. Moore Leather Co., Boston, Mass.

G

Galamoor. Monarch Leather Co., Chicago, Ill.

Galluchet. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Galuchat. Barnet Leather Co., Inc., Boston, Mass.

Galuchat. Geisman, Musliner & Brightman, Inc., New York City.

Gam-Oil. H. K. Barnes Co., Salem, Mass.

Ge-M-Be Brand. Geisman, Musliner & Brightman, Inc., New York City.

Genesee Brands. C. D. Brown & Co., Rochester, N. Y.

Gen Tan. The General Tanning Corp., Irvington, N. J.

Gentan Rd. Belting. The General Tanning Corp., Irvington, N. J.

Gentan Silk Pickers. The General Tanning Corp., Irvington, N. J.

Genuine Reptiles. Premier Leather Co., Boston, Mass.

Gibraltar Brand Chrome Patent. E. R. Nash Leather Co., Inc., Boston, Mass.

Gilt Edge. I. B. Williams & Sons, Dover, N. H.

Glasgow. Fred Rueping Leather Co., Fond du Lac, Wis.

Glass. J. S. Barnet & Sons, Lynn, Mass.

Glassborough. J. S. Barnet & Sons, Lynn, Mass.

Glemco. Gloversville Leather Mfg. Corp., Gloversville, N. Y.

Glengarry. Monarch Leather Co., Chicago, Ill.

Gloria. J. S. Barnet & Sons, Lynn, Mass.

Gloveau Calf. Geo. F. Troutwine & Sons Co., Inc., Gloversville, N. Y.

Glovelyke. Radel Leather Mfg. Co., Newark, N. J.

Golden Brown Kid Color No. 21. Amalgamated Leather Companies, Philadelphia, Pa.

Goldencrom. Alpena Leather Co., Alpena, Mich.

Golden Fleece. The L. B. Southwick Co., Peabody, Mass.

Golden Glow. Moore Leather Co., Boston, Mass.

Golden Glow Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Golden Glow Kid. Schwarz Bros. Co., Harrison, N. J.

Gold Medal. Castle Kid Co., Inc., Camden, N. J.

Gold Spot Sole Leather (Bends, Cut Soles). Graton & Knight Co., Worcester, Mass.

Golf Grain. Carl E. Schmidt & Co., Inc., Detroit, Mich.

"Goniprow Kid." Goniprow Kid Co., Boston, Mass.

Gopher Grain. S. B. Foot & Co., Red Wing, Minn.

Germania. J. G. Hoffman & Sons Co., Wheeling, W. Va.

Gotham. Barnet Leather Co., Inc., Boston, Mass.

Gotham. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Grako, Finders Oak Sole Leather (Bends, Strips, Cut Soles). Graton & Knight Co., Worcester, Mass.

Great Lakes Brand. Gutmann & Co., Inc., Chicago, Ill.

Greenbrier. The United States Leather Co., New York City.

Greenwich. Geisman, Musliner & Brightman, Inc., New York City.

Guaranteed. J. M. Delaney Co., Inc., Meriden, Conn.

Gustan. S. M. Gusdorf Co., Indianapolis, Ind.

H

Hammell Kid. C. D. Kepner Leather Co., Boston, Mass.

Hardy Hide. Harsh & Chapline, Milwaukee, Wis.

Harlequin. Barnet Leather Co., Inc., Boston, Mass.

Heather. Monarch Leather Co., Chicago, Ill.

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109 Beach St., Boston, Mass.

TRADE NAMES and BRANDS of LEATHER

Heinrich Bierling. F. Hecht & Co., Inc., New York City.

Helia. F. Hecht & Co., Inc., New York City.

Helios. Seton Leather Co., Newark, N. J.

Helvetia. Groezinger's Sons, Lancaster, Pa.

Hercules. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Hercules-Double Tan. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Hermann G. Schmid. F. Hecht & Co., Inc., New York City.

Heron. Western Rawhide & Belting Co., Milwaukee, Wis.

"Heron" Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Herringbone. Barnet Leather Co., Inc., Boston, Mass.

H. H. T. Kid. Henry Halle Tanning Co., Inc., Newark, N. J.

Hiawatha. Fred Rueping Leather Co., Fond du Lac, Wis.

Hindu. Barnet Leather Co., Inc., Boston, Mass.

Hindu. Geisman, Musliner & Brightman, Inc., New York City.

Hipposkin. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Hollywood Kid Linings. Agoos Leather Cos., Inc., Boston, Mass.

Honeycomb. Barnet Leather Co., Inc., Boston, Mass.

Hornback. Barnet Leather Co., Inc., Boston, Mass.

Horton. The United States Leather Co., New York City.

Horween Cordovan. Horween Leather Co., Chicago, Ill.

Howes Oak. Howes Bros. Co., Boston, Mass.

H. R. Hunt Rankin Leather Co., Boston, Mass.

Hubra. Hugo Brand Leather Co., New York City.

Hudson. J. M. Delaney Co., Inc., Meriden, Conn.

Hunt's Sole Leather. Frank W. Hunt & Co., Boston, Mass.

Hyaline. The Cleveland Tanning Co., Cleveland, Ohio.

Hy Blue. Radel Leather Mfg. Co., Newark, N. J.

Hyde-Cape. Wood & Hyde Co., Cloversville, N. Y.

Hyde Goat. Wood & Hyde Co., Gloversville, N. Y.

Hytanco. Hygrade Tanning Co., Salem, Mass.

I

Ideal. Surpass Leather Co., No. Philadelphia, Pa.

Ideal. Ideal Oak Leather Co., Morristown, Tenn.

Illuminated Goat. Schwarz Bros. Co., Harrison, N. J.

Imperial. Fred Rueping Leather Co., Fond du Lac, Wis.

Indestructible. Endicott-Johnson Corp., Endicott, N. Y.

Indian Tanned. Bay State Belting Co., Boston, Mass.

Indian Tanned & Raw Hide (Lace Leather). Bay State Belting Co., Boston, Mass.

Indigo. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

Instanter. The United States Leather Co., New York City.

Iris. The Ohio Leather Co., Girard, Ohio.

Iron Gate. The United States Leather Co., New York City.

Irvona. The United States Leather Co., New York City.

Ivor-Kaf Linings. Amdur-Limon Tanning Co., Inc., Peabody, Mass.

Ivory Kip. Badger State Tanning Co., Sheboygan, Wis.

I. X. L. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

I. X. L. Brand Leathers. H. L. Trent & Son, Bayonne, N. J.

I.X.L. The United States Leather Co., New York City.

J

Java. Barnet Leather Co., Inc., Boston, Mass.

Jetta (Black Calf). The Ohio Leather Co., Girard, Ohio.

J. L. & S. Patent Sides. J. Lichtman & Sons, Newark, N. J.

Jo Mo Mi Co. Johnstown Mocha Mills Co., Inc., Johnstown, N. Y.

Jumbo. Endicott-Johnson Corp., Endicott, N. Y.

Jumbo. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Junaluska. England Walton & Co., Inc., Philadelphia, Pa.

K

Kafbuc. Hunt-Rankin Leather Co., Boston, Mass.

Kaffor. The Ohio Leather Co., Girard, Ohio.

Kafforite-Glacecalf. The Ohio Leather Co., Girard, Ohio.

Kaira. C. & W. Pyle Co., Inc., Wilmington, Del.

Kangola. C. D. Brown & Co., Rochester, N. Y.

Kankakee. Fred Rueping Leather Co., Fond du Lac, Wis.

Katz Krome. Superior Tanning Co., Chicago, Ill.

Kaybee. Superior Tanning Co., Chicago, Ill.

Kean-Bedell Patent. Kean-Bedell, Inc., Woburn, Mass.

Kebeco (Patent Leathers). Granite State Tanning Co., Nashua, N. H.

Keco. C. D. Kepner Leather Co., Boston, Mass.

Kepner Elk. C. D. Kepner Leather Co., Boston, Mass.

Keystone Genuine Reptiles. Keystone Reptile Tanneries, Inc., Camden, N. J.

Keystone (Kid). Keystone Leather Co., Camden, N. J.

Kidtex Shoe Quarter Lining. E. R. Nash Leather Co., Inc., Boston, Mass.

Kidikaf. The Griess Pfleger Tanning Co., Cincinnati, Ohio.

Kidtan Calf. S. L. Agoos Tanning Co., Inc., Boston, Mass.

King Cole. Griess Pfleger Tanning Co., Cincinnati, Ohio.

King Kid. Wm. Amer Company, Philadelphia, Pa.

Kin-Kin. Fred Rueping Leather Co., Fond du Lac, Wis.

Kirleco Leathers. Kirstein Leather Co., Boston, Mass.

Kistler. Kistler Leather Co., Boston, Mass.

Kistler Bench Brand. Kistler Leather Co., Boston, Mass.

Kitchener. Northwestern Leather Co. Trust, Boston, Mass.

K. L. Dependable Oak. The Penn Leather Co., Philadelphia, Pa.

Knobby. Barnet Leather Co., Inc., Boston, Mass.

Korry Krome. J. W. & A. P. Howard Co., Corry, Pa.

Korry-Special. J. W. & A. P. Howard Co., Corry, Pa.

Krinkly (Patent Sides). Sawyer Tanning Co., Inc., Napa, Cal.

Krimmer. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Krome Swade. Amdur-Limon Tanning Co., Inc., New York City.

Krom Wax Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Krom Wax Veals. Albert Trostel & Sons Co., Milwaukee, Wis.

Kutwel. Edgar S. Kiefer Tanning Co., Grand Rapids, Mich.

L

Lace Lizard. Griess Pfleger Tanning Co., Cincinnati, O.

Lacka-Tan. The Lackawanna Leather Co., Hackettstown, N. J.

Lapis Lizard. Griess Pfleger Tanning Co., Cincinnati, O.

LaSalle. Barnet Leather Co., Inc., Boston, Mass.

Latigo Leather. Caldwell Lace Leather Co., Auburn, Ky.

Latigotan. Bona Allen, Inc., Buford, Ga.

La Trosca Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Laub. George Laub's Sons, Buffalo, N. Y.

Lawro Calf. A. C. Lawrence Leather Co., Boston, Mass.

Lawropelt. A. C. Lawrence Leather Co., Boston, Mass.

Leather Plus Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Leathers of Character. Griess Pfleger Tanning Co., Cincinnati, O.

Leedor. New England Tanning Co., Boston, Mass.

Lenox. J. M. Delaney Co., Inc., Meriden, Conn.

Levor. G. Levor & Co., Inc., Gloversville, N. Y.

Levor Buck (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Calf. G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Goat (Chevrettes). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Grain Kid (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Levor Mad Kid (Cabrettas). G. Levor & Co., Inc., Gloversville, N. Y.

Liberty Bell Oak Double Shoulder Welting. McAdoo & Allen Welting Co., Quakertown, Pa.

Lido. Barnet Leather Co., Inc., Boston, Mass.

Lido Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Lily. Surpass Leather Co., North Philadelphia, Pa.

Limbo. Griess Pfleger Tanning Co., Cincinnati, O.

Lincoln. J. M. Delaney Co., Inc., Meriden, Conn.

Lincoln Leathers. Kaufherr & Co., Newark, N. J.

Lindenoid. Lindenoid Sole Leather Co., Newark, N. J.

Lindenoid-Double Tan. Lindenoid Sole Leather Co., Inc., Newark, N. J.

Link. Barnet Leather Co., Inc., Boston, Mass.

Little Falls Leathers. Barnet Leather Co., Inc., Boston, Mass.

Lizard. Barnet Leather Co., Inc., Boston, Mass.

Lizarine. Huch Leather Co., Chicago, Ill.

Loggers Oak (Sole Leather). S. H. Frank & Co., Redwood City, Calif.

Lost Purple Trostan Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Lotus. Pfister & Vogel Leather Co., Milwaukee, Wis.

Lozant. Griess Pfleger Tanning Co., Cincinnati, O.

Lozelle. Griess Pfleger Tanning Co., Cincinnati, O.

Lozelle Washable Calf. Griess Pfleger Tanning Co., Cincinnati, O.

Lunar Brazils. Castle Kid Co., Inc., Camden, N. J.

Lunar Kid. Castle Kid Co., Inc., Camden, N. J.

Luxite. The Ohio Leather Co., Girard, Ohio.

Luxor Calf. The Ohio Leather Co., Girard, Ohio.

Luxury Brand Patent Leather. Colonial Tanning Co., Boston, Mass.

TRADE NAMES and BRANDS of LEATHER

Luzon. Geisman, Musliner & Brightman, Inc., New York City.

Lykacaf. Geisman, Musliner & Brightman, Inc., New York City.

M

Madrone Sides. Sawyer Tanning Co., Napa, Calif.

Majestic. Barnet Leather Co., Inc., Boston, Mass.

Mandarin. Geisman, Musliner & Brightman, Inc., New York City.

Mandarin Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

M. & P. Glazed Kid. Mitchell & Pierson, Philadelphia, Pa.

Manhattan. Barnet Leather Co., Inc., Boston, Mass.

Manzanita. The Sawyer Tanning Co., Napa, Calif.

Marigold. Barnet Leather Co., Boston, Mass.

Marion. J. M. Delaney Co., Inc., Meriden, Conn.

Mariposa (Athletic Shoe Sides). Sawyer Tanning Co., Inc., Napa, Cal.

Marlboro. Geisman, Musliner & Brightman, Inc., New York City.

Mat-Calf. The Ohio Leather Co., Girard, O.

Maximus Patent Leather. John R. Evans & Co., Camden, N. J.

Mayfair. Barnet Leather Co., Inc., Boston, Mass.

Mayflower. Barnet Leather Co., Inc., Boston, Mass.

McL. F. W. McLanathan & Son, Lawrence, Mass.

Mecca. Pfister & Vogel Leather Co., Milwaukee, Wis.

Melan. Barnet Leather Co., Inc., Boston, Mass.

Mel-Flex Glace Calf. Carl E. Schmidt Co., Inc., Detroit, Mich.

Mell-o-tan. Radel Leather Mfg. Co., Newark, N. J.

Mellotan. The United States Leather Co., New York City.

Mel-O Leather. Merchant Loveys Leather Co., Boston, Mass.

Mermaid Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Merrimack. Page Belting Co., Concord, N. H.

Mesh. Griess Pfleger Tanning Co., Cincinnati, O.

Metakrome. The Cleveland Tanning Co., Cleveland, O.

Metl-tone. H. S. & M. W. Snyder, Boston, Mass.

Miami Alligator. Griess Pfleger Tanning Co., Cincinnati, O.

Michigan. The United States Leather Co., New York City.

Middlesboro. The United States Leather Co., New York City.

Middlebury. The United States Leather Co., New York City.

Midnight Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Midway. General Leather Co., Newark, N. J.

Midway Brand Patent Splits. E. R. Nash Leather Co., Inc., Boston, Mass.

Mill Creek. The United States Leather Co., New York City.

Milo. W. Milender & Sons, Boston, Mass.

Milwaukee Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Mineral. Henry K. Barnes Co., Salem, Mass.

Moda Glace-Lightweight Calf. A. C. Lawrence Leather Co., Peabody, Mass.

Mohawk. J. M. Delaney Co., Inc., Meriden, Conn.

Mohawk. Rasche Bros., Cincinnati, O.

Mohawk. Fred Rueping Leather Co., Fond du Lac, Wis.

Moire. Barnet Leather Co., Inc., Boston, Mass.

Moire. Griess Pfleger Tanning Co., Cincinnati, O.

Mokabuk. Geisman, Musliner & Brightman, Inc., New York City.

Mokacaf. Geisman, Musliner & Brightman, Inc., New York City.

Mo-Le-Co. Morgan Leather Co., Philadelphia, Pa.

Mole Sheep. A. C. Lawrence Leather Co., Boston, Mass.

Mombassa. Geisman, Musliner & Brightman, Inc., New York City.

Monarch. Monarch Leather Co., Chicago, Ill.

Monticello. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Mooney. Howes Bros. Co., Boston, Mass.

Mooney Flexible Oak Sole Leather. W. W. Mooney & Sons Corp., Columbus, Ind.

Mooney Scoured Oak Sole Leather. W. W. Mooney & Sons Corp., Columbus, Ind.

Moorecraft. Schwarz Bros. Co., Harrison, N. J.

Moorecraft Calf. Moore Leather Co., Boston, Mass.

Moorecraft Colt. Moore Leather Co., Boston, Mass.

Moorecraft Leathers. Moore Leather Co., Boston, Mass.

Moorocco. Duel Leather Corp., Elizabeth, N. J.

Moose. Badger State Tanning Co., Sheboygan, Wis.

Moose Bends. Wright & Wright, Inc., Peabody, Mass.

Moosehead. Monarch Leather Co., Chicago, Ill.

Mosaic. Radel Leather Mfg. Co., Newark, N. J.

Mottled Chameleon. Barnet Leather Co., Inc., Boston, Mass.

Mottled Snake. Barnet Leather Co., Inc., Boston, Mass.

Mount Vernon. F. P. Cover & Sons, Inc., Andrews, N. C.

Murray Hill. Barnet Leather Co., Inc., Boston, Mass.

N

Naco Calf. A. C. Lawrence Leather Co., Boston, Mass.

Naja. Geisman, Musliner & Brightman, Inc., New York City.

Napa Baseball Sides. Sawyer Tanning Co., Napa, Calif.

Napa Coat Cowhide. Sawyer Tanning Co., Napa, Calif.

Napa Glove Cowhide. Sawyer Tanning Co., Napa, Calif.

Napa Elk Sides. Sawyer Tanning Co., Inc., Napa, Calif.

Napa Football Sides. Sawyer Tanning Co., Napa, Calif.

"Napaflex" Sole. Sawyer Tanning Co., Napa, Calif.

Napa Glove Splits. The Sawyer Tanning Co., Napa, Calif.

Napa Shoe Lining Splits. Sawyer Tanning Co., Inc., Napa, Calif.

Napa Sole Splits. Sawyer Tanning Co., Napa, Calif.

Napanee Waterproof Sides. Sawyer Tanning Co., Napa, Calif.

Nati. A. C. Lawrence Leather Co., Peabody, Mass.

Navaho Kid. Schwarz Bros. Co., Harrison, N. J.

Neotec Calf. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Neroseal. J. Lichtman & Sons, Newark, N. J.

"Netco" Patent Leather. New England Tanning Co., Boston, Mass.

Neumann Leathers. R. Neumann & Co., Hoboken, N. J.

Neumann Seals. R. Neumann & Co., Hoboken, N. J.

Neverbreak Buckskin. California Tanning Co., St. Louis, Mo.

Neveralip. Page Belting Co., Concord, N. H.

New Castle Kid. New Castle Leather Co., New York City.

Newport. The United States Leather Co., New York City.

New River Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Newtan. Northwestern Leather Co. Trust, Boston, Mass.

Niblick. Creese & Cook Co., Boston, Mass.

Nigerian Kid. Moore Leather Co., Boston, Mass.

Nigerian Lizard. Schwarz Bros. Co., Harrison, N. J.

Niger Morocco. Moore Leather Co., Boston, Mass.

Nippon. Monarch Leather Co., Chicago, Ill.

Nonap Lining Splits. Wright & Wright, Inc., Peabody, Mass.

Norse. Monarch Leather Co., Chicago, Ill.

Norsemoor. Monarch Leather Co., Chicago, Ill.

Nortan Leathers. J. P. Nortan Leather Co., Peabody, Mass.

North Star. The United States Leather Co., New York City.

Norwegian. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Norwegian Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Norwood Quality. Winslow Bros. & Smith Co., Norwood, Mass.

No se raja. Avery & Lowry Company, Boston, Mass.

Novato Upper Splits. Sawyer Tanning Co., Napa, Calif.

Nowesco. Northwestern Leather Co. Trust. Boston, Mass.

Nubuck. A. C. Lawrence Leather Co., Peabody, Mass.

Surpass Kid

SURPASS LEATHER CO.
9th and Westmoreland Sts.
North Philadelphia, Pa.
Tanners of
Black and Colored Kid
and Kangaroo Leathers

THE UNITED STATES LEATHER SELLING CORP.

The United States Leather Co.
2 Park Avenue New York City
TANNERS
of
HIGH QUALITY LEATHER
Sole, Rough Belting, Harness

TRADE NAMES and BRANDS of LEATHER

Nukid. Melvin Henkin, Inc., New York, N. Y.

Nu Process. L. H. Hamel Leather Co., Haverhill, Mass.

Nut Gummed Insoles. A. C. Lawrence Leather Co., Peabody, Mass.

Nuva. The Ohio Leather Co., Girard, Ohio.

Nuwhite. Richard Young Co., New York City.

O

Oak Leaf. Belgrade Leather Co., Philadelphia, Pa.

Oakrom. C. G. Fleckenstein Co., Muskegon, Mich.

Oak Valley. England Walton & Co., Inc., Philadelphia, Pa.

Oakwood. S. H. Frank & Co., Redwood City, Calif.

Ohoco. Otto H. Oppenheimer Co., Newark, N. J.

OK. J. M. Delaney Co., Inc., Meriden, Conn.

"O. K." Oak. Bretney's. The H. V. Bretney Co., Springfield, O.

Okay. Barnet Leather Co., Inc., Boston, Mass.

Old Dominion. The United States Leather Co., New York City.

Old English. Creese & Cook Co., Boston, Mass.

Old Kentucky. Caldwell Lace Leather Co., Auburn, Ky.

Old Process. Peter Baran & Sons, Inc., Harrison, N. J.

Olean Long Time Tan. England, Walton & Co., Inc., Philadelphia, Pa.

Oma-Tan. Omaha Tanning Co., Omaha, Neb.

Oneida. Fred Rueping Leather Co., Fond du Lac, Wis.

Ontario. C. D. Brown & Co., Inc., Rochester, N. Y.

Onyx Patent. Badger State Tanning Co., Sheboygan, Wis.

Ooze Calf. American Hide & Leather Co., Boston, Mass.

Opal Oxide Kid. Burk Brothers, Philadelphia, Pa.

Oray Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Oriole. I. B. Williams & Sons, Dover, N. H.

Orlando. Geisman, Musliner & Brightman, Inc., New York City.

Oscaria. F. Hecht & Co., Inc., New York City.

Osceola. Fred Rueping Leather Co., Fond du Lac, Wis.

Ostrich. Barnet Leather Co., Inc., Boston, Mass.

Ottawa. C. G. Fleckenstein Co., Muskegon, Mich.

Ottawa. Eagle Ottawa Leather Co., Grand Haven, Mich.

Otter. Monarch Leather Co., Chicago, Ill.

Outing Elk. American Hide & Leather Co., Boston, Mass.

Oxford. J. M. Delaney Co., Inc., Meriden, Conn.

Oxford. Monarch Leather Co., Chicago, Ill.

Oxide Kid. Burk Brothers, Philadelphia, Pa.

P

Pacific Cream Brands. Wagner Leather Co., Stockton, Calif.

Pacific (Football Sides). Sawyer Tanning Co., Napa, Calif.

Pacific (Patent Sides). Sawyer Tanning Co., Napa, Calif.

Paisley. Geisman, Musliner & Brightman Inc., New York City.

Paramount. Thayer Foss Co., Boston, Mass.

Parisian. Barnet Leather Co., Inc., Boston, Mass.

Pawnee Indian Tan. California Tanning Co., St. Louis, Mo.

Paw Paw. The United States Leather Co., New York City.

Peacock Colors. John R. Evans & Co., Camden, N. J.

Pearlfisher. Geisman, Musliner & Brightman, Inc., New York City.

Pearlkid. Agoos Leather Cos., Inc., Boston, Mass.

Peerless California Tanning Co., St. Louis, Mo.

Peerless Matt Cabrettas. John R. Evans & Co., Camden, N. J.

Peerless Sides. Geo. Martin Leather Co., Milwaukee, Wis.

Pelco. Peabody Leather Co., Inc., Quakertown, Pa.

Penn Oak. Kistler Leather Co., Boston, Mass.

Penn Oak. Penn Leather Co., Philadelphia, Pa.

Penn Prince. Kistler Leather Co., Boston, Mass.

Penn Prince. Penn Leather Co., Philadelphia, Pa.

Pennsylvania Oak. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Perfection Oak Harness Leather. Groezinger's Sons, Lancaster, Pa.

Perlac Leathers. H. S. & M. W. Snyder, Inc., Boston, Mass.

Perlustre Kid. Keystone Leather Co., Philadelphia, Pa.

Perry. J. M. Delaney Co., Inc., Meriden, Conn.

Persian. Monarch Leather Co., Chicago, Ill.

Petosky Silver Lake Brand. Michigan Tanning & Extract Co., Petosky, Mich.

Petty Point Calf. Brandt Leather Co., Norwood, Mass.

Pevee. Pfister & Vogel Leather Co., Milwaukee, Wis.

Phoenix Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Piccadilly. Creese & Cook Co., Boston, Mass.

Piedmont. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Pigaboo. S. M. Gusdorf Co., Indianapolis, Ind.

Pigrayne. Barnet Leather Co., Inc., Boston, Mass.

Pincube. Barnet Leather Co., Inc., Boston, Mass.

Pinehurst. Barnet Leather Co., Inc., Boston, Mass.

Pinseal. Barnet Leather Co., Inc., Boston, Mass.

Pin Seal. R. Neumann & Co., Hoboken, N. J.

Pinto. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Plaid Leather. Radel Leather Mfg. Co., Newark, N. J.

Plaza. Barnet Leather Co., Inc., Boston, Mass.

Plympin. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Polar. Monarch Leather Co., Chicago, Ill.

Polar Chamois. Look for the Bear. Nathan H. Poor Co., Peabody, Mass.

Polka Dot Kids. Moore Leather Co., Boston, Mass.

Polka Dot Kid. Schwarz Bros. Co., Harrison, N. J.

Polo. Barnet Leather Co., Inc., Boston, Mass.

Pony Coat Sheep. Richard Young Co., New York City.

Pony Patent. John J. Riley Co., Woburn, Mass.

Porpoise. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Potomac (Shoe Leather Sides). W. D. Byron & Sons, Inc., Williamsport, Md.

Potomac. The United States Leather Co., New York City.

Premier Kid. Premier Leather Co., Boston, Mass.

P. & V. Leathers. Pfister & Vogel Leather Co., Milwaukee, Wis.

Puritan. B. D. Eisendrath Tanning Co., Racine, Wis.

Pygmalion. Monarch Leather Co., Chicago, Ill.

Python. Barnet Leather Co., Inc., Boston, Mass.

Python. Griess Pflegor Tanning Co., Cincinnati, Ohio.

Q

Quaker City Kid. Quaker City Morocco Co., Philadelphia, Pa.

Quaker City Kid. Standard Kid Mfg. Co. of Delaware, Boston, Mass.

Qualitas Patent Leathers. Amalgamated Leather Companies, Inc., Philadelphia, Pa.

Queen City. Queen City Tanning Co., Cincinnati, Ohio.

Queen of the Oaks. The C. Findeiss Sons Co., Zanesville, Ohio.

R

Racine. B. D. Eisendrath Tanning Co., Racine, Wis.

Rainbow. Geisman, Musliner & Brightman, Inc., New York City.

Rainbow. Moore Leather Co., Boston, Mass.

Rainbow Kid. Schwartz Bros. Co., Harrison, N. J.

Rajah. Barnet Leather Co., Inc., Boston, Mass.

Rajah Lizard. Keystone Reptile Tanners, Inc., Camden, N. J.

Rajah Lizards. Robertson Leather Co., Inc., New York City.

Rani Lizards. Robertson Leather Co., Inc., New York City.

Rattler. Barnet Leather Co., Inc., Boston, Mass.

Rattler. Geisman, Musliner & Brightman, Inc., New York City.

Rayonized Leathers. Moore Leather Co., Boston, Mass.

Rayonized Leathers. Schwarz Bros. Co., Harrison, N. J.

Red Seal Chamois. Lasker & Bernstein, Inc., Newark, N. J.

Redwood. Beeger Tanning Co., Redwood City, Calif.

Reklaw Patent Leather. Victor R. F. Walker Co., Boston, Mass.

Retan. Endicott-Johnson Corp., Endicott, N. Y.

Retan. Hans Rees' Sons, Inc., New York, N. Y.

Revanson. Richard Evans & Sons, Johnstown, N. Y.

Revo. Shingle-Gibb Leather Co., Philadelphia, Pa.

Reyco Brand. J. K. Reynolds Co., Chicago, Ill.

Rhino. Drisole Tanning Co., Inc., Cudahy, Wis.

Rib Lake. The United States Leather Co., New York City.

Richmond. J. M. Delaney Co., Inc., Meriden, Conn.

Rio. Geisman, Musliner & Brightman, Inc., New York City.

Ritz. Barnet Leather Co., Inc., Boston, Mass.

Riverside. The United States Leather Co., New York City.

Riverview. Taber-Wheeler Co., Inc., Boston, Mass.

Roans. C. & W. Pyle Co., Inc., Wilmington, Del.

Robin. Geisman, Musliner & Brightman, Inc., New York, N. Y.

Robertson Reptiles. Robertson Leather Co., New York, N. Y.

Rock Oak. Chas. A. Schieren Co., Boston, Mass.

Rock Oak Sole. American Oak Leather Co., Cincinnati, Ohio.

Rosebay Willow. American Hide & Leather Co., Boston, Mass.

Roser's Pigskin Upper Leather. Herman Roser & Son, Inc., Glastonbury, Conn.

Rosewood. Barnet Leather Co., Inc., Boston, Mass.

Ross Krome "Gluvhorse." A. H. Ross & Sons Co., Chicago, Ill.

Royal Calf. American Hide & Leather Co., Boston, Mass.

Royal Extra. Chas. A. Schieren Co., Boston, Mass.

TRADE NAMES and BRANDS of LEATHER

Royalite. American Hide & Leather Co., Boston, Mass.

Royal Sides. American Hide & Leather Co., Boston, Mass.

Ruby Dull Kid. John R. Evans & Co., Camden, N. J.

Ruby Glazed Kid. John R. Evans & Co., Camden, N. J.

Ruby Kid. John R. Evans & Co., Camden, N. J.

Rue-Buck. Fred Rueping Leather Co., Fond Du Lac, Wis.

Rueco. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Patent. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Pearl. Fred Rueping Leather Co., Fond du Lac, Wis.

Rue-Suede. Fred Rueping Leather Co., Fond du Lac, Wis.

Rugby. Northwestern Leather Co. Trust, Boston, Mass.

Russia Glace Calf. Hunt-Rankin Leather Co., Boston, Mass.

Russide. Northwestern Leather Co. Trust, Boston, Mass.

Russia-Side. Endicott-Johnson Corp., Endicott, N. Y.

Rybuck. Richard Young Co., New York City.

Ryco. Richard Young Co., New York City.

Rykid. Richard Young Co., New York City.

S

Salamanca. The United States Leather Co., New York City.

Salem Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Salon Slipper Leather. General Leather Co., Newark, N. J.

Samurai Patent. Eagle-Ottawa Leather Co., Grand Haven, Mich.

Santa Rosa. Barnet Leather Co., Inc., Boston, Mass.

Satin Black Calf. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Satin Finish Kid. Wm. Amer Co., Philadelphia, Pa.

Satin White. Carl E. Schmidt & Co., Detroit, Mich.

Savoy. Barnet Leather Co., Inc., Boston, Mass.

Schlosser. England, Walton & Co., Inc., Philadelphia, Pa.

Schmidt Calf Leathers, The. Carl E. Schmidt & Co., Inc., Detroit, Mich.

Seminole. Fred Rueping Leather Co., Fond du Lac, Wis.

Seneca. J. M. Delaney Co., Inc., Meriden, Conn.

Seneca Dull. C. D. Brown & Co., Inc., Rochester, N. Y.

Serbian Weave. Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Serpent. Barnet Leather Co., Inc., Boston, Mass.

Seton. Seton Leather Co., Newark, N. J.

Shark. Barnet Leather Co., Inc., Boston, Mass.

Shedite. I. B. Williams & Sons, Dover, N. H.

Sheffield. The United States Leather Co., New York City.

Shell Alligator. Greiss, Pfluger Tanning Co., Cincinnati, Ohio.

Shoe Fabrics. Premier Leather Co., Boston, Mass.

Sierra Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Silver. Leather De Luxe Co., New York City.

Silver Lake. Howes Bros. Co., Boston, Mass.

Simba. Geisman, Musliner & Brightman, Inc., New York City.

Skotch. Barnet Leather Co., Inc., New York City.

Slo River. Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Smithsonian White Kid. P. W. Smith & Sons, Gloversville, N. Y.

Smooth Sides. Northwestern Leather Co. Trust, Boston, Mass.

Snake. Barnet Leather Co., Inc., Boston, Mass.

"Snake Skins." Robertson Leather Co., Inc., New York City.

Snowflake. Barbour Welting Co., Montello, Mass.

Snowflake. The United States Leather Co., New York City.

Softan. American Hide & Leather Co., Boston, Mass.

Softan-Sole. American Hide & Leather Co., Boston, Mass.

Soft Shu. Radel Leather Mfg. Co., Newark, N. J.

Solidblak. Charles King, Johnstown, N. Y.

Solitaire. Barnet Leather Co., Inc., Boston, Mass.

Sootan. Northwestern Leather Co. Trust, Boston, Mass.

Spear Brand. H. S. & M. W. Snyder, Inc., Boston, Mass.

Spinna Calf. A. C. Lawrence Leather Co., Peabody, Mass.

Sport Elk. Barnet Leather Co., Inc., Boston, Mass.

Sportette. C. D. Kepner Leather Co., Boston, Mass.

Spring Calf. American Hide & Leather Co., Boston, Mass.

Stadium. Barnet Leather Co., Inc., Boston, Mass.

Stag Brand. American Leather Mfg. Co., Newark, N. J.

Standard Morocco. Schwarz Bros. Co., Harrison, N. J.

Star. The Greiss, Pfleger Tanning Co., Cincinnati, Ohio.

Steerhead. United States Leather Co., New York City.

Sterling Oak. The Sidney Tanning Co., Sidney, Ohio.

Sterling Patent Colt. Bristol Patent Leather Co., Boston, Mass.

Sterling Patent Kid. Bristol Patent Leather Co., Boston, Mass.

Stevenson's Side Leather Welting. McAdoo & Allen Welting Co., Quakertown, Pa.

Stormwelt. Barbour Welting Co., Montello, Mass.

Strand. Barnet Leather Co., Inc., Boston, Mass.

Stroller Grains. Carl E. Schmidt & Co., Inc., Detroit, Mich.

StyLeather (Created, Not Imitated). Salomon & Phillips, New York, N. Y.

Success. Ziegel, Eisman & Co., Newark, N. J.

"Success" Colored and Glazed Black Kangaroo. W. R. Hunt & Co., Chicago, Ill.

Summerdale Tannage. Leas & McVitty, Inc., Philadelphia, Pa.

Sunny. Barnet Leather Co., Inc., Boston, Mass.

Sunpru. C. D. Brown & Co., Inc., Rochester, N. Y.

Sunset. Barnet Leather Co., Inc., Boston, Mass.

Super-Superior. Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Superior. Flat Leather Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Supertand. Standard Kid Co. of Delaware, Boston, Mass.

Supreme. C. & W. Pyle Co., Inc., Wilmington, Del.

Surpass Kangaroo. Surpass Leather Co., North Philadelphia, Pa.

Surpass Kid. Surpass Leather Co., North Philadelphia, Pa.

Suvalk. Geisman, Musliner & Brightman, Inc., New York City.

Sylva. Parsons Tanning Co., Sylva, N. C.

Sylvan. Barnet Leather Co., Inc., Boston, Mass.

T

Tandrite (Calf). E. Hubschman & Sons, Inc., Philadelphia, Pa.

Tan Royal. American Hide & Leather Co., Boston, Mass.

Tarpon. Page Belting Co., Concord, N. H.

Tecumseh. The United States Leather Co., New York City.

Texas Indian Tan. Texas Hide & Leather Co., Yoakum, Tex.

Textas Tan (Harness and Sole.) Texas Hide & Leather Co., Yoakum, Tex.

Thorobred. J. S. Barnet & Sons, Lynn, Mass.

Tony. Creese & Cook Co., Boston, Mass.

Thistle. Monarch Leather Co., Chicago, Ill.

Thruwite. Chas. King, Johnstown, N. Y.

Tionesta. The United States Leather Co., New York City.

Tipsi. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Tandrite Calf

TANDRITE PROCESS

guarantees the finest texture, smooth close grain, depth of color, brilliant lasting finish and assured wearing qualities.

E. HUBSCHMAN & SONS, INC.

S. W. Corner Orianna and Willow Sts., Phila., Pa.

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C. D. BROWN & CO., Inc.

ROCHESTER, N. Y.

TRADE NAMES and BRANDS of LEATHER

Titan Calf. American Hide & Leather Co., Boston, Mass.

Tolco Calf. The Ohio Leather Co., Girard, Ohio.

Tomahawk. United States Leather Co., New York City.

Tony (Chrome Calf). Creese & Cook Co., Danvers, Mass.

Toxaway. Toxaway Tanning Co., New York City.

Treasure Island. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Trosco Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Trostan (Calf & Veals). Albert Trostel & Sons Co., Milwaukee, Wis.

Trostan Red Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Trotteur Tan. Carl E. Schmidt & Co., Detroit, Mich.

Trout. Geisman, Musliner & Brightman, Inc., New York City.

Trout Brook Glovtan. S. B. Foot & Co., Red Wing, Minn.

Trump Cordovan. J. Lichtman & Sons, Newark, N. J.

Tufsta. Respro, Inc., Providence, R. I.

Tur Tan. Penn Leather Co., Philadelphia, Pa.

Tuscan Calf. Hunt, Rankin Leather Co., Boston, Mass.

Twentieth Century Kid. McNeely & Price Co., Philadelphia, Pa.

Twinkle. Fred Rueping Leather Co., Fond du Lac, Wis.

U

Unaka. England Walton & Co., Philadelphia, Pa.

Union. J. H. Hemmerdinger & Son, Brooklyn, N. Y.

United States Leather Co., New York City.

Uneit Quality. Coakley Leather Co., Manistee, Mich.

Utella Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Utella Patent Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Utella Products. Albert Trostel & Sons Co., Milwaukee, Wis.

V

Valencia. Geisman, Musliner & Brightman, Inc., New York City.

Van Tan Insoles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Vaughan's Arctic Sole. Geo. C. Vaughan Co., Peabody, Mass.

Vaughan's Ivory Sole. Geo. C. Vaughan Co., Peabody, Mass.

Vaughan's Sinew Oke. Geo. C. Vaughan Co., Peabody, Mass.

Velour. Pfister & Vogel Leather Co., Milwaukee, Wis.

Velskin. Verza Tanning Co., Boston, Mass.

Velva Calf. Albert Trostel & Sons Co., Milwaukee, Wis.

Velvetta Calf. Hunt, Rankin Leather Co., Boston, Mass.

Venetian. Barnet Leather Co., Boston, Mass.

Venetian. Monarch Leather Co., Chicago, Ill.

Venus. Leather de Luxe Co., New York City.

Vici Kid. R. H. Foerderer, Inc., Philadelphia, Pa.

Victor. J. M. Delaney Co., Inc., Meriden, Conn.

Viking Calf and Veals. A. F. Gallun & Sons Corp., Milwaukee, Wis.

Vinette. Barnet Leather Co., Inc., Boston, Mass.

Virginia. Wm. Flaccus Oak Leather Co., Pittsburgh, Pa.

Vode Kid. Standard Kid Mfg. Co. of Delaware, Boston, Mass.

W

Walk-Dry. C. Anstedt Leather Co., Milwaukee, Wis.

Wallace. The United States Leather Co., New York City.

Wapiti Sides. Albert Trostel & Sons Co., Milwaukee, Wis.

Warwick. Monarch Leather Co., Chicago, Ill.

Washette. The Ohio Leather Co., Girard, Ohio.

Water King. Bay State Belting Co., Boston, Mass.

Watersnake. Barnet Leather Co., Inc., Boston, Mass.

Watauga. The United States Leather Co., New York City.

Waukegan Insoles. Griess Pfleger Tanning Co., Cincinnati, Ohio.

Waupaca. Fred Rueping Leather Co., Fond du Lac, Wis.

Wausau. United States Leather Co., New York City.

Waverly. Lindenoid Sole Leather Co., Inc., Newark, N. J.

W. B. & S. Co. Winslow Bros. & Smith Co., Norwood, Mass.

Weilda Calf. A. C. Lawrence Leather Co., Boston, Mass.

Westan. Round S. M. Belting. Western Rawhide & Belting Co., Milwaukee, Wis.

Westboro. Taber-Wheeler Co., Inc., Boston, Mass.

Whip Snake. Griess Pfleger Tanning Co., Cincinnati, Ohio.

White Oak. Chas. A. Schieren Co., Boston, Mass.

Wilcox. The United States Leather Co., New York City.

Williams Goodyear Welting. I. B. Williams & Sons, Dover, N. H.

Willow Calf. American Hide & Leather Co., Boston, Mass.

Willow Sides. American Hide & Leather Co., Boston, Mass.

Wills Creek. The United States Leather Co., New York City.

Wilshue. Radel Leather Mfg. Co., Newark, N. J.

Windsor. Barnet Leather Co., Inc., Boston, Mass.

Winnebago. Fred Rueping Leather Co., Fond du Lac, Wis.

Witchcraft Tannage. Helburn Thompson Co., Salem, Mass.

W. L. I. Northwestern Leather Co. Trust, Boston, Mass.

Womshear. A. C. Lawrence Leather Co., Boston, Mass.

Wondertan. F. W. McLanathan & Son, Lawrence, Mass.

Woodland Brown. Carl E. Schmidt Co., Inc., Detroit, Mich.

Wyoming. The United States Leather Co., New York City.

Y

Yellowstone. Barnet Leather Co., Inc., Boston, Mass.

Youngco. Richard Young Co., New York City.

Yucatan. Monarch Leather Co., Chicago, Ill.

Z

Zebrawelt. Barbour Welting Co., Montello, Mass.

Zebu (Sides). Albert Trostel & Sons Co., Milwaukee, Wis.

Zenith Calf. Geo. Martin Leather Co., Milwaukee, Wis.

MISCELLANEOUS TRADE NAMES

A

Ace (Rubber Heels and Taps). Plymouth Rubber Co., Inc., Canton, Mass.

Ace. Shoe Lace Co., Ltd., Providence, R. I.

Ace Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Acme Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Admiration Shoe Laces. Max Levison & Co., New York City.

Aerowalk (Cushion Insoles and Heel Cushions). Silverite Gutterman Co., Boston, Mass.

Ahrco. Alfred Hale Rubber Co., Atlantic, Mass.

Airway (Soles and Heels). The Bearfoot Sole Co., Inc., Boston, Mass.

Aladdin (Globe Dip). The Dyo Corp., Dallas, Tex.

Alligator. The Lima Cord Sole & Heel Co., Lima, Ohio.

All-Tone Shoe Cream. The F. A. Blichert Mfg. Co., Chicago, Ill.

Alox Shoe-Laces. Alox Mfg. Co., St. Louis, Mo.

Alpha (Wood Heel Screws). United Shoe Machinery Corp., Boston, Mass.

Amba Tip (Shoe Laces). United Lace & Braid Mfg. Co., Cranston, R. I.

American Carton Labels. American Printing & Label Co., Cincinnati, Ohio.

American Interlocking Shoe Store Chairs. American Seating Co., Chicago, Ill.

American Price Tickets. American Printing & Label Co., Cincinnati, Ohio.

American Seating Co., Chicago, Ill.

American Shipping Labels. American Printing & Label Co., Cincinnati, Ohio.

American Shoe Wrappers. American Printing & Label Co., Cincinnati, Ohio.

Anchor Raw Hide Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Apt Shoe Tree. A. R. Anderson & Co., Arlington, N. J.

Arch-Protectors (Arch Supports). Martin Larson & Son, Chicago, Ill.

Arco Taps. Auburn Rubber Co., Auburn, Ind.

Arion. Seamans & Cobb, Hopkinton, Mass.

Aristocrat. Providence Braid Co., Providence, R. I.

Aristocrat Heels. Vulcan Corp., Portsmouth, Ohio.

Armortred (Soles and Heels). Quabaug Rubber Co., North Brookfield, Mass.

Armstrong's Cork Bottom Filler. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Cork Box Toes. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Cork Counters. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Korxole. Armstrong Cork Co., Lancaster, Pa.

Armstrong's Linosole (for Slip Insoles). Armstrong Cork Co., Lancaster, Pa.

B

Bag White. Packard Dressing Co., Stoughton, Mass.

Basque Bandsy (Shoe Fabric). Winkler Thompson Co., Inc., New York City.

Barbourwelt. Barbour Welting Co., Brockton, Mass.

Beaded Tip (Shoe Laces). United Lace & Braid Mfg. Co., Cranston, R. I.

Beadwelt. Barbour Welting Co., Brockton, Mass.

Bearfoot (Soles and Heels). The Bearfoot Sole Co., Inc., Boston, Mass.

Beautex (Polishes). The Cavalier Corp., Baltimore, Md.

Bed Rock. Seamans & Cobb Co., Hopkinson, Mass.

Bestola. American Shoe Polish Co., Chicago, Ill.

Best-On (Heel Lining Repairers). Silverite Gutterman Co., Boston, Mass.

Besto (Shoe Bottom Filler). North American Chemical Co., Boston, Mass.

Best O'Wite. American Polish Co., Chicago, Ill.

Beverly. Seamans & Cobb, Hopkinton, Mass.

Big Chief Shoe Laces. Alox Mfg. Co., St. Louis, Mo.

Big Chief. Providence Braid Co., Providence, R. I.

Black & Tan Lisle Thread Laces. E. Jay-R Mfg. Co., Baltimore, Md.

Blue Bird Shoe Polish. Fieth Bros. Co., Kansas City, Mo.

Bolero (Fabric). Deauville Import Corp., New York, N. Y.

Bond Street Spats. The Williams Mfg. Co., Portsmouth, Ohio.

Bonny Black. Packard Dressing Co., Stoughton, Mass.

Bonny Brown. Packard Dressing Co., Stoughton, Mass.

Bostonian Shoe Cream. Whittemore Bros. Corp., Boston, Mass.

Boyer's (Cleansers and Polishers). Boyer & Co., Philadelphia, Pa.

Boyer's Boy-R Cleaning Fluid. Boyer & Co., Philadelphia, Pa.

Boyer's Electric Black Dye. Boyer & Co., Philadelphia, Pa.

Boyer's Fleur de Lise. Boyer & Co., Philadelphia, Pa.

Boyer's French Flag. Boyer & Co., Philadelphia, Pa.

Boyer's Gem Paste Shoe Polish. Boyer & Co., Philadelphia, Pa.

Boyer's None Such White Cleaner. Boyer & Co., Philadelphia, Pa.

Boyer's Oil Polish Shoe Dressing. Boyer & Co., Philadelphia, Pa.

Boyer's One Minute Paste Polish. Boyer & Co., Philadelphia, Pa.

Boyer's Radiant Shoe Cleaner. Boyer & Co., Philadelphia, Pa.

Boyer's Radiant Shoe Dressing. Boyer & Co., Philadelphia, Pa.

Boyer's Radiant Paste Polish. Boyer & Co., Philadelphia, Pa.

Boyer's Triumph Shoe Dressing. Boyer & Co., Philadelphia, Pa.

Boyer's Vim Oil Black Dye. Boyer & Co., Philadelphia, Pa.

Boyer's Vim Paste Shoe Polish. Boyer & Co., Philadelphia, Pa.

Boyer's Victor Paste Shoe Polish. Boyer & Co., Philadelphia, Pa.

Boyer's Wyt-ene-White Shoe Cleaner. Boyer & Co., Philadelphia, Pa.

Boys' Kicker Toe. The Lima Cord Sole & Heel Co., Lima, Ohio.

Bradstone. Bradstone Rubber Co., Woodbine, N. J.

Brannock Device, The (Foot Measurements). The Brannock Device Co., Syracuse, N. Y.

Brannock Scientific Foot-Measuring Device. The Brannock Device Co., Syracuse, N. Y.

Brasteco. Bradstone Rubber Co., Woodbine, N. J.

Brazilian Shoe Cream. Frank Jackson Co., Chicago, Ill.

Bright-O. Packard Dressing Co., Stoughton, Mass.

Buck Duck—Buck and Duck Bleach. I. Nachmann, Brooklyn, N. Y.

Buddy Heels. Quabaug Rubber Co., North Brookfield, Mass.

Burlite Insoles. Kenworthy Bros. Co., Stoughton, Mass.

Burns' Metatarsal Soles. Auburn Rubber Co., Auburn, Ind.

Burns' Metatarsal Taps. Auburn Rubber Co., Auburn, Ind.

Butterfly (Hose Savers, No Press Cements, Heel Braces, Heel Grippers, Shoe Cleaners.) Butterfly Products Co., Inc., Omaha, Neb.

C

Camelfoot Taps. Auburn Rubber Co., Auburn, Ind.

Capezio (Student Tap). Capezio, New York, N. Y.

Capitol Shoe Dressing. E-Jay-R Mfg. Co., Baltimore, Md.

Capitol Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Caroa (Fabric). Jerry & Herbert Lehmann, Inc., New York, N. Y.

Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

Carton Labels. Tolman Print, Inc., Brockton, Mass.

Cat's Paw Rubber Heels. Foster Rubber Co., Boston, Mass.

Cavalier (Polishes). The Cavalier Corp., Baltimore, Md.

C. C. Summit Thread Co., East Hampton, Conn.

Celastic (Box Toe). United Shoe Machinery Corp., Boston, Mass.

Cell-Alox Shoe Laces. Alox Mfg. Co., St. Louis, Mo.

Celulite. Alfred Hale Rubber Co., Atlantic, Mass.

Centashine. American Shoe Polish Co., Chicago, Ill.

Challenge. Summit Thread Co., East Hampton, Conn.

Champion. Summit Thread Co., East Hampton, Conn.

Checkerwelt. Barbour Welting Co., Brockton, Mass.

Chevalier Cloth. Marcus Heyman, Inc., New York, N. Y.

Chic Liquid Suede Dressing. Whittemore Bros. Corp., Cambridge, Mass.

Chieftain Polishes. Chieftain Mfg. Co., Baltimore, Md.

Cinderella (Shoe Dressings). Everett & Barron Co., Providence, R. I.

Claff Box (Shoe Cartons). M. B. Claff & Sons, Brockton, Mass.

Clark Spats. C. F. Clark, Inc., Chicago, Ill.

Claw Tip Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Cleanall Spot Remover. Whittemore Bros. Corp., Boston, Mass.

Clean-O. Packard Dressing Co., Stoughton, Mass.

Cleanup (Kid Leather Cleaner). I. R. Merriam, Dorchester, Mass.

Cleco (Web Belting). United Shoe Machinery Corp., Boston, Mass.

Climax (Brushes). United Shoe Machinery Corp., Boston, Mass.

C'ment-On Soles. Auburn Rubber Co., Auburn, Ind.

Cofab. Coated Fabrics Corp., Lynn, Mass.

Cocheco Cement. I. B. Williams & Sons, Dover, N. H.

Collegiate. Barbour Welting Co., Brockton, Mass.

Colorshine Polishes. Chieftain Mfg. Co., Baltimore, Md.

Colt Canvas Shoes. Colt Cromwell Co., Inc., New York, N. Y.

Colt Riding Boots. Colt Cromwell Co., Inc., New York, N. Y.

Colt Puttees. Colt Cromwell Co., Inc., New York, N. Y.

Colt Military Belts. Colt Cromwell Co., Inc., New York, N. Y.

Columbia Rubber Heels. Taunton Rubber Co., Taunton, Mass.

Coordinated Lasts and Patterns. United Last Co., Boston, Mass.

MISCELLANEOUS TRADE NAMES

Commander (Rubber Heels & Soles). Holtite Mfg. Co., Baltimore, Md.

Congo (Fabric). Deauville Import Corp., New York, N. Y.

Compo. Compo Shoe Machinery Corp., Boston, New York, St. Louis.

Cordo-Hyde Laces. O. A. Miller Treeing Machine Co., Brockton, Mass.

Corona (Leather Cleaner). P. P. Lagomarsino & Co., Philadelphia, Pa.

Coulson (Heels, Soles, Counters, Top-Lifts). Coulson Heel Co., Hanover, Pa.

"Coverite" Shoe Paper. National Fabric & Finishing Co., Boston, Mass.

"Crawford" (Arch Supporting Shank). United Shoe Machinery Corp., Boston, Mass.

Cream-O. Packard Dressing Co., Stoughton, Mass.

Cream Polish. Packard Dressing Co., Stoughton, Mass.

Cresmet Brand Shoe Horns. J. L. Sommer Mfg. Co., Newark, N. J.

Crosscut. Barbour Welting Co., Brockton, Mass.

Crown. Summit Thread Co., East Hampton, Conn.

C. T. Summit Thread Co., East Hampton, Conn.

Cuboids (Arch Supports): Homer-Alden Co., No. Attleboro, Mass.

Cummer's White Cleaner. Cummer Products Co., Cleveland, Ohio.

D

Daisy White Cleaner. E-Jay-R Mfg. Co., Baltimore, Md.

Dalo. Arden Box Toe Co., Watertown, Mass.

Damp Pruf Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Darex—Insulating Soles and Heels. Dewey & Almy Chemical Co., Cambridge, Mass.

Darex—Gold Seal Shoe Cements. Dewey & Almy Chemical Co., Cambridge, Mass. See Advt. Back Cover.

Deauville Dyes. Deauville Import Corp., N. Y. C.

Defiance Hose Saver. Lyons Hose Protector Co., Omaha, Neb.

Delawear (Soles and Heels). Essex Rubber Co., Trenton, N. J.

Derby Brand (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Diamond Brand Fast Color Eyelets. United Fast Color Eyelet Co., Boston, Mass.

Dr. Lyons Arch Support. Lyons Hose Protector Co., Omaha, Neb.

Dr. Lyons Metatarsal Pads. Lyons Hose Protector Co., Omaha, Neb.

Dr. Scholl's Anterior Metatarsal Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot-Eazer Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Surgical Ach Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Tri-Spring Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Tru-Span Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Strate Arch Supports. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Digito. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Toe Flex. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Bromidrosis Powder. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Pedico Corn Salve. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's "3" Necessities. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Fixo Corn Plasters. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino-Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino-Ox-Pads. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Nu Grip Heel Liner. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Strates. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Bunion Reducer. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Chilblain Lotion. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Corn Salve. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Balm. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Comfort Specialties. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Powder. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Soap. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Nu-Grip Heel Liner. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Heel Cushions. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Solvex. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's "2" Drop Corn Remedy. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Toe Flex. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Zino Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Doctex Quarter Lining. Seamans & Cobb Co., Hopkinton, Mass.

Donavan's Policeman and Fireman Shoe Bunion & Corn Protector. James E. Donavan, Medfield, Mass.

Double Deck. Barbour Welting Co., Brockton, Mass.

Double Duty (Soles). The B. F. Goodrich Co., Akron, Ohio.

Doubletwill Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

Dresport. Avon Sole Co., Avon, Mass.

Dresswelt. Barbour Welting Co., Brockton, Mass.

Dr. Scholl's Arch Fitter. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Foot Measure and Shoe Size Indicator. The Scholl Mfg. Co., Chicago, Ill.

Dr. Scholl's Pedo-graph. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dr. Scholl's Walk-Meter. The Scholl Mfg. Co., Inc., Chicago, Ill.

Dreswel Rubber Heels. Travelite Rubber Co., Inc., Boston, Mass.

Driver Golf, The. Avon Sole Co., Avon, Mass.

Dryden Double Wear Rubber Heels and Sport Soles. Dryden Rubber Co., Chicago, Ill.

Du Ego Fabrics. Jerry & Herbert Lehmann, Inc., New York, N. Y.

Du-Flex Gristle. Avon Sole Co., Avon, Mass.

Du-Flex (Soles and heel). Avon Sole Co., Avon, Mass.

Duralite (for rubber soles and heels). Essex Rubber Co., Trenton, N. J. (M)

Dyo (Polish) Oil Dyes, Cleaner, Powders and Cleaner Liquids. The Dyo Corp., Dallas, Tex.

E

Eagle Brand. The American Shoe Polish Co., Chicago, Ill.

Eagle Heel Grip. The National Shoe Specialty Co., Denver, Colo.

Economy. Tyer Rubber Co., Andover, Mass.

Economy Fibre Taps. Travelite Rubber Co., Boston, Mass.

Eddies' Dog-on-Good Shoe Lace. E. Jay-R Mfg. Co., Baltimore, Md.

Eddie's Everlasting (Black Dye). For changing all colored leathers black. The E-Jay-R Mfg. Co., Baltimore, Md.

Elen. Summit Thread Co., East Hampton, Conn.

Elite (Spurs). Colt Cromwell Co., Inc., New York, N. Y.

EJ. Politype (Needles for Boot and Shoe Patching Machines). Emile James, Inc., New York, N. Y.

Empress. The Lima Cord Sole & Heel Co., Lima, Ohio.

Energine Cleaning Fluid. Cummer Products Co., Cleveland, Ohio.

Erco. Essex Rubber Co., Inc., Trenton, N. J.

Essex (Rubber Heels). Essex Rubber Co., Inc., Trenton, N. J.

Etco. Elastic Tip Co., Boston, Mass.

Everlasting Black Dye. E-Jay-R Mfg. Co., Baltimore, Md.

Eze-Stik-On Soles. Auburn Rubber Co., Auburn, Ind.

F

Fabriclean. American Shoe Polish Co., Chicago, Ill.

Fabsta (Inside Back-Stay). National Fabric & Finishing Co., Boston, Mass.

Fairy Anklehi Forms. Shoe Form Co., Inc., Auburn, N. Y.

Fairy Flex-i-Forms, for Salesmen's Samples. Shoe Form Co., Inc., Auburn, N. Y.

Fairy Forms for Displaying Hosiery. Shoe Form Co., Inc., Auburn, N. Y.

Fairy Forms, for Sample Shoes. Shoe Form Co., Inc., Auburn, N. Y.

Fairylite Fairy Forms. Shoe Form Co., Inc., Auburn, N. Y.

Fancy White Heel and Edge Enamel. E-Jay-R. Mfg. Co., Baltimore, Md.

Faultless Bronze Dressing. E-Jay-R Mfg. Co., Baltimore, Md.

Featherweight. Elastic Tip Co., Boston, Mass.

Featherwelt. Barbour Welting Co., Brockton, Mass.

"Fibleco" Stay Material. National Fabric & Finishing Co., Boston, Mass.

Firestone Basket Weave Gaiters. Firestone Footwear Corp., Boston, Mass.

Firestone Featherweight Gaiters. Firestone Footwear Corp., Boston, Mass.

Firestone Lita Gaiters. Firestone Footwear Corp., Boston, Mass.

Firestone "Multifit" Rubbers. Firestone Footwear Corp., Boston, Mass.

First Quality (Rubber Heels). Essex Rubber Co., Inc., Trenton, N. J.

Fixem (Soles). Auburn Rubber Co., Auburn, Ind.

Fleur-de-Lis Cleaning Fluid (A spot remover). Shu-Milk Products Corp., Orange, N. J.

Flex-to-Fit Fairy Lasts, Keep Shoe New. Shoe Form Co., Inc., Auburn, N. Y.

Foot-Eazer. The Scholl Mfg. Co., Inc., Chicago, Ill.

Foot-Right Arch. Homer-Alden Co., No. Attleboro, Mass.

Foot-Right Heel Cushions. Homer-Alden Co., No. Attleboro, Mass.

Foster (Heel Cushions). Foster Rubber Co., Boston, Mass.

Foster Orthopedic Rubber Heels. Foster Rubber Co., Boston, Mass.

4ever Black Eye. The E-Jay-R-Mfg. Co., Baltimore, Md.

"From the Cotton Fields to You." Shoe Lace Co., Ltd., Providence, R. I.

G

G. General (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Gem Brand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Genuine Campbello Arch Supporter. Campello Shank Co., Campello, Mass.

Gilco Shoe Store Accessories: Heel Cushions, Arch Supports, Polishes and Sets, Foot Bandages, Auto Heel Protectors, Suede Napbrushes, Trees, Stretchers, Button Hooks, Shoe Horns, Insoles, Metatarsal Pads, Chiropodist Felt. E. T. Gilbert Mfg. Co., Rochester, N. Y.

Gilliam Neverslip. H. L. Hymes Mfg. Co., New York City.

Gilt Edge. Whittemore Bros. Corp., Boston, Mass.

MISCELLANEOUS TRADE NAMES

Glace. Everett & Barron Co., Providence, R. I.

Glenco. Glencairn Mfg. Co., Pawtucket, R. I.

Globe Brand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Glycerine Dressing. Packard Dressing Co., Stoughton, Mass.

Gold Coast. L. Klein, Inc., Chicago, Ill. Daret (For soles, counters, toes, etc.). Dewey & Almy Chemical Co., North Cambridge, Mass.

Golden Eagle. St. Louis Braid Co., St. Louis, Mo.

Golden Rod Shoe Cream. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod White Kid. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Safety Cleaner. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Linen & Buck. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Suede Dressing. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Fast Black Dye. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Fast Brown Dye. Sanderson's Tintine Co., Lincoln, Neb.

Golden Rod Jet Black Shoe Polish. Sanderson's Tinting Co., Lincoln, Neb.

Gold Medal Polishes. Roman-Aetna Blacking Corp., Brooklyn, N. Y.

Gold Spot Sole Leather (Bends, Cut Soles). Graton & Knight Co., Worcester, Mass.

Golfcord. The Bearfoot Sole Co., Inc., Boston, Mass.

Goodrich Rubber Heels. B. F. Goodrich Rubber Co., Akron, Ohio.

Goodwear Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Goodyear Wingfoot Cement. Goodyear Tire & Rubber Co., Akron, Ohio.

Goodyear Wingfoot Heels. The Goodyear Tire & Rubber Co., Inc., Akron, Ohio.

Goodyear Wingfoot Soles. Goodyear Tire & Rubber Co., Akron, Ohio.

Goya. Deauville Import Corp., New York, N. Y.

Grako. (Finders' oak sole leather, bends, strips, etc.) Graton & Knight Co., Worcester, Mass.

Grandpa (Hosiery). Thomas Mills, Inc., High Point, N. C.

Grand Rapids Store Equipment Corp. Grand Rapids, Mich.

Grayad (Box Toe Fabric). The Adams Mfg. Co., Inc., New York, N. Y.

Greer. Frederic, Arch-Shank Co., Chicago, Ill.

Gripper Nonslip Heel Linings. Silverite Gutterman Co., Boston, Mass.

Gro-Cord. Lima Cord Sole & Heel Co., Lima, Ohio.

Gugenheim (Buckles and Shoe Ornaments). M. Gugenheim, Inc., New York City.

H

Halesole. Alfred Hale Rubber Co., Atlantic, Mass.

Harding Patent (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Hatchet Brand (Dieing Out Blocks). United Shoe Machinery Corp., Boston, Mass.

Hayden. Seamans & Cobb, Hopkinton, Mass.

Heavy Duty Sole. The Lima Cord Sole & Heel Co., Lima, Ohio.

Heel-O. Packard Dressing Co., Stoughton, Mass.

Heel Savers. Auburn Rubber Co., Auburn, Ind.

Helmet Brand (Dieing Out Blocks). United Shoe Machinery Corp., Boston, Mass.

Henfer. St. Louis Braid Co., St. Louis, Mo.

Hiker (Rubber Heels). Essex Rubber Co., Trenton, N. J.

Ho-Boy (Hosiery). Thomas Mills, Inc., High Point, N. C.

Holtite (Rubber Heels & Soles). Holtite Mfg. Co., Baltimore, Md.

Homestead. Tyer Rubber Co., Andover, Mass.

Hood. Hood Rubber Co., Inc., Watertown, Mass.

Hosiery Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

House of Original Ideas. Excelsior Belt & Buckle Co., Inc., New York City.

House With Good Lines. Silverite Gutterman Co., Boston, Mass.

Hub Gore A. Hub Gore Makers, Everlastik, Inc., Chelsea, Mass.

Hub Gummed Leather Insoles. A. C. Lawrence Leather Co., Boston, Mass.

Hub Tip (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Hudson Warranted Gore. Thomas Taylor & Sons, Hudson, Mass.

H-W Products (Shoe Trimming & Novelties). Hamilton-Wade Co., Brockton, Mass.

Hy-Gloss (Shoe Polish Paste). The F. A. Blichert Mfg. Co., Chicago, Ill.

Hylo Boot Tops. Tweedie Boot Top Co., Jefferson City, Mo.

Hy-Flex. Essex Rubber Co., Inc., Trenton, N. J.

Hy-Tex. The F. A. Blichert Mfg. Co., Chicago, Ill.

I

Ideal Easy Tread Rubber Heels. Ideal Rubber ber Heel Mfg. Co., Chelsea, Mass.

Ideal Spats. Manolis Mfg. Co., Chicago, Ill.

I. L. X. Button and Boot Hooks. J. L. Sommer Mfg. Co., Newark, N. J.

Imperial (Chrome Strips). Guy Lee Leather Co., Philadelphia, Pa.

Imperial Spats. Imperial Spat Mfg. Co., Denver, Colo.

Improved Shoe Box. Frank C. Meyer Co., Inc., Brooklyn, N. Y., and Lynn, Mass.

Infantad (Box Toe Fabric). The Adams Mfg. Co., Inc., New York, N. Y.

Invisible Middlesole. Beckwith Mfg. Co., Boston, Mass.

Ironad (Box Toe Fabric). The Adams Mfg. Co., Inc., New York, N. Y.

Iron-Clad (Hosiery). Cooper Wells & Co., St. Joseph, Mich.

It Hose Protector. It Shoe Polish Co., Baltimore, Md.

It Neutral Shoe Cream. It Shoe Polish Co., Baltimore, Md.

It's the Kounter That Kounts. H. Jacob & Sons, Inc., Brooklyn, N. Y.

It Stick. It Shoe Polish Co., Baltimore, Md.

It White Shoe Cleaner. It Shoe Polish Co., Baltimore, Md.

I.X.L. (Button and Boot Hooks). J. L. Sommer Mfg. Co., Newark, N. J.

I-X-L Spot Remover. The E-Jay-R-Mfg. Co., Baltimore, Md.

J

Jack's Aluminum Taps. Chicago Theatrical Shoe Co., Chicago, Ill.

Jackson's Brazilian Shoe Cream. Frank Jackson Co., Chicago, Ill.

Japerica Twist. Seamans & Cobb Co., Hopkinton, Mass.

Jax (Rubber Heels & Soles). Holtite Mfg. Co., Baltimore, Md.

Jico (Buckles and Woven Sandals). Jefferson Import Co., Inc., New York City.

Jiffy Heel Protector for the Automobile Girl. Onondaga Hide & Leather Co., Syracuse, N. Y.

Jiff-O. Packard Dressing Co., Stoughton, Mass.

Jiffy-On Heels and Top Lifts, Counters, Out-Soles, Pads. Coulson Heel Co., Hanover, Pa.

Jockey-Club. Winkler-Thompson Co., Inc., New York, N. Y.

Josco (Fabric Shoe Lace Tip). Shoe Lace Co., Ltd., Providence, R. I.

Jumping Jack. Essex Rubber Co., Inc., Trenton, N. J.

Jung's Arch Braces. The Jung Arch Brace Co., Cincinnati, Ohio.

K

Kafsted. Stedfast Rubber Co., Mattapan, Boston, Mass.

Kaneva. Kenworthy Bros. Co., Stoughton, Mass.

Kant Slip (Heel Grip). Ratcliff Sales & Products Co., Columbus, Ohio.

Kappner's Cuboid Metatarsal Cushioned Arch Supports. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's Foot Form Arch Adjuster. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's Red Eye Corn, Callous, Bunion Pads. The Kappner Mfg. Co., Inc., Cincinnati, Ohio.

Kappner's (9) Red Eye Foot Comfort Remedies. The Kappner Mfg. Co., Inc., Cincinnati, O.

Kemisuede (Quarter Lining). The Bearfoot Sole Co., Boston, Mass.

Kendex. Kenworthy Bros. Co., Stoughton, Mass.

Kenide Quarter Lining Material. Kenworthy Bros. Co., Stoughton, Mass.

Ken Kote. Kenworthy Bros. Co., Stoughton, Mass.

Kicker Toe Wears Like a Pig's Nose (fore sole and fabric for shoes). The Lima Cord Sole & Heel Co., Lima, Ohio.

King. Shoe Ornaments. C. G. King Co., Providence, R. I.

King B. The Lima Cord Sole & Heel Co., Lima, Ohio.

Klas-E Heel Covers for the Automobile Girl. Onondaga Hide & Leather Co., Syracuse, N. Y.

Klassic. (Shoe Ornaments). Abe Manheimer & Co., Inc., St. Louis, Mo.

THE NAME "KING" ON SHOE ORNAMENTS IS LIKE "STERLING" ON SILVER.

•••KING•••

C. G. KING & CO., INC., PROVIDENCE, R. I.

Soles Armortred Heels

Tread on Armortreds

QUABAUG RUBBER CO.

North Brookfield, Mass.

MISCELLANEOUS TRADE NAMES

Klassy White. Packard Dressing Co., Stoughton, Mass.

Klenall. P. P. Lagomarsino & Co., Philadelphia, Pa.

Klean Kutt (Nail-Tacks). United Shoe Machinery Corp., Boston, Mass.

Klip-Klap Beach Sandals. Vulcan Corp., Portsmouth, Ohio.

Klondyke. St. Louis Braid Co., St. Louis, Mo.

Knobby Welt. Barbour Welting Co., Brockton, Mass.

Kolor Kleen Polishes. Chieftain Mfg. Co., Baltimore, Md.

Korite Triple-Klean. Korite, Inc., Boston, Mass.

Korxole (Armstrong's). Armstrong Cork Co., Lancaster, Pa.

Kozy Komforts. Milwaukee, Wis.

Kydet Shoe Cream. Barton Mfg. Co., St. Louis, Mo.

L

La Mode (Polishes). The Cavalier Corp., Baltimore, Md.

Last Word. United Last Co., Boston, Mass.

Lattice Sport Soles and Heels. Auburn Rubber Co., Auburn, Ind.

Laurel (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Leath-Alox Shoe Laces. Alox Mfg. Co., St. Louis, Mo.

Leather Plus Soles. Van Tassel Sole & Leather Corp., Norwich, Conn.

Leatherwite White Kid Cleaner. I. Nachmann, Brooklyn, N. Y.

"Le Amco". (Shoe Ornaments). Abe Manheimer & Co., Inc., St. Louis, Mo.

Leatheroid. Rogers Fiber Co., Boston, Mass.

Levelwalk Heel Cushions. Silverite Gutterman Co., Boston, Mass.

Lidresco. Liberty Dressing Co., Inc., Gloversville, N. Y.

Lightning Black Dye. Whittemore Bros. Corp., Boston, Mass.

Lincoln Heels. Quabaug Rubber Co., North Brookfield, Mass.

Linesole (Armstrong's). Armstrong Cork Co., Lancaster, Pa.

Lintong. (Shoe Fabric). Winkler Thompson Co., Inc., New York City.

Long Shank (Heel Cushions). Silverite Gutterman Co., Boston, Mass.

Longwear (Shoe Laces). General Shoe Lace Co., Louisville, Ky.

Lox-rite (Green Tube-Blue Tube—Shoe Thread-Braided) Providence Braid Co., Pawtucket, R. I.

Lucky Strike (Shoe Laces). St. Louis Braid Co., St. Louis, Mo.

Lynco Foot Appliances. Kleistone Rubber Co., Inc., Warren, R. I.

Lynco Muscle Building Arch Cushions. Kleistone Rubber Co., Inc., Warren, R. I.

Lyons Combination Hose Protector & Heel Rest. Lyons Hose Protector Co., Omaha, Neb.

Lyons Dubl Grip Hose Saver. Lyons Hose Protector Co., Omaha, Neb.

Lyons Hose Protector. Lyons Hose Protector Co., Omaha, Neb.

Lyons Felt Heel Cushions (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Felt and Rubber Heel Cushions. Lyons Hose Protector Co., Omaha, Neb.

Lyons Rubber Heel Cushions (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Kemi-Suede Heel Liner. Lyons Hose Protector Co., Omaha, Neb.

Lyons Heel Seats (3 Sizes). Lyons Hose Protector Co., Omaha, Neb.

Lyons Rubber Heel Strait. Lyons Hose Protector Co., Omaha, Neb.

Lyons Paramount Sav-Hose. Lyons Hose Protector Co., Omaha, Neb.

M

Manchester (Curved Jaw Nipper). F. W. Whitcher Co., Boston, Mass.-Chicago, Ill.

Mapleleaf Heels. Quabaug Rubber Co., North Brookfield, Mass.

Marathon Heels. Goodyear Tire & Rubber Co., Akron, O.

Marcelle (Fabric). Deauville Import Corp., N. Y. C.

Marcon (Arch Supports). Marcon Co., Brooklyn, N. Y.

Mason's Liquid Dressing (White, Black, Neutral). Jas. S. Mason & Co., Upper Darby, Pa.

Mason's Modern Shines (Black, Tan, Brown, Oxblood). Jas. S. Mason & Co., Upper Darby, Pa.

Mason's Original Challenge Blacking. Jas. S. Mason & Co., Upper Darby, Pa.

Master Tread (Rubber Soles). Essex Rubber Co., Inc., Trenton, N. J.

Matson Fabric Tip. Shoe Lace Co., Ltd., Providence, R. I.

Measu-Rite. Foot Measurite, Inc., Marbridge Bldg., N. Y. C.

Meltonian Cream. Salomon & Phillips, New York City.

"Meyer Maid" (Shoe Cartons). Frank C. Meyer Co., Inc., Brooklyn, N. Y.

"Meyer-Quality-Service." Frank C. Meyer Co., Chicago, Ill.

MH (Monogram) (for wood heels). United Shoe Machinery Corp., Paterson, N. J. (M)

Miami-White (Shoe Cleaner). The F. A. Blichert Mfg. Co., Chicago, Ill.

Mid Tex (for uppers). Cohen, Goldman & Co., Inc., New York, N. Y.

Milady (Creams and shoe dressings of all kinds). The Dyo Corp., Dallas, Texas.

Milbradt Rolling Step Ladders. Milbradt Mfg. Co., St. Louis, Mo.

Miller Fabric Laces. O. A. Miller Treeing chine Co., Brockton, Mass.

Miller Shoe Trees, Stretchers, Boot Hooks and Boot Jacks. O. A. Miller Treeing Machine Co., Brockton, Mass.

Milton. Seamans & Cobb, Hopkinton, Mass.

Miracle Shoe Lengthener. H. R. Holden Co., Boston, Mass.

Mitchellace. Mitchell Mfg. Co., Portsmouth, O.

M. L. C. Morton Last Co., Inc., Cincinnati, O.

Modernist (Soles and Heels). Hood Rubber Co., Inc., Watertown, Mass.

Monette (Shoe Dressings). Mahaney Co., Chicago, Ill.

Monogram (Heels, Soles, Taps, etc.). Panther Rubber Mfg. Co., Stoughton, Mass.

Monogram. Seamans & Cobb, Hopkinton, Mass.

Morton Lasts. Morton Last Co., Inc., Cincinnati, Ohio.

Mousam Fibre Counter, The. Rogers Fiber Co., Boston, Mass.

Munson Service Sole. The Lima Cord Sole & Heel Co., Lima, Ohio.

N

Nachmann Black Satin Dye. I. Nachmann, Brooklyn, N. Y.

Nachmann Glazed Kid Cleaner & Polish. I. Nachmann, Brooklyn, N. Y.

Nai-La-Beerb (Heel Cushions). Silverite Gutterman Co., Boston, Mass.

Natural Tip—Shoe Laces. Hutmacher Braiding Co., Paterson, N. J.

Neatip. St. Louis Braid Co., St. Louis, Mo.

Neatsfoot Oil. American Polish Co., Chicago, Ill.

Nebco Brand. Berk Lace & Braid Mfg. Co., Providence, R. I.

Neo (Powder form shoe cleaner). The F. A. Blichert Mfg. Co., Chicago, Ill.

Nerv-Ease (Foot appliances). Nerv-Ease Foot Appliance Co., Whippany, N. J.

Neverax (Shoe Racks, Carriers and Fixtures). United Shoe Machinery Corp., Boston, Mass.

Neverbreak Chrome Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Neverdull-Transparent and colors. I. Nachmann, Brooklyn, N. Y.

Newene (Cleaning Fluid). I. Nachmann, Brooklyn, N. Y.

New Era Polishing Paste. Whittemore Bros., Cambridge, Mass.

New Knapp. The Rex Oil Co., Pittsburgh, Pa.

Nifty. American Shoe Polish Co., Chicago, Ill.

Nifty Hose Saver. It Shoe Polish Co., Inc., Baltimore, Md.

Noi-Z-Less (Toe Slippers). Ben & Sally Theatrical Footwear, Inc., New York, N. Y.

Nomar (Composition Soles). Essex Rubber Co., Inc., Trenton, N. J.

No-Metal-Tip (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Norfolk. Seamans & Cobb, Hopkinton, Mass.

North Hudson Ribbon Co., Inc. (Shoe Bindings). New York, N. Y.

Nova. American Shoe Polish Co., Chicago, Ill.

Nova Twist. Seamans & Cobb Co., Hopkinton, Mass.

Nufashond (Rayon Tassel Tip). Narrow Fabric Co., Reading, Pa.

Nu Sole. Auburn Rubber Co., Auburn, Ind.

Nustep Rubber Heels. Dryden Rubber Co., Chicago, Ill.

Nutone Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Nuva (Calf). Ohio Leather Co., Girard, Ohio.

Nuway. American Shoe Polish Co., Chicago, Ill.

Nu White. Packard Dressing Co., Stoughton, Mass.

O

Oil Paste Shine Polish. Whittemore Bros. Corp., Boston, Mass.

O.K. Shanks & Counters. John M. Carrecabe, Inc., Chelsea, Mass.

Old Cobbler Laces. Alox Mfg. Co., St. Louis, Mo.

Old English (A neutral creme for all smooth leathers). Shu-Milk Products Corp., Orange, N. J.

Old Reliable (Shoe Laces). Frank W. Whitcher Co., Boston, Mass.

Once Innersoles. Brown Co., Portland, Me.

Oriental Brand Shoe Horns. J. L. Sommer Mfg. Co., Newark, N. J.

Ostwend Tweed. Winkler Thompson Co., New York City.

O'Sullivan's Heels. O'Sullivan Rubber Co., Inc., New York City.

Overland Rubber Heels. Taunton Rubber Co., Taunton, Mass.

Owl Brand. P. P. Lagomarsino & Co., Philadelphia, Pa.

P

Pamco. Pamco Rubber Co., Stoughton, Mass.

Panama Cloth. Winkler Thompson Co., New York City.

Panther Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Panther Sure-Step Heels. Panther Rubber Mfg. Co., Stoughton, Mass.

Panther Tread Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Patent Sized Products. F. W. Rausolb Co., Medford, Mass.

Pawnee Indian Tan Shoe Laces. California Tanning Co., St. Louis, Mo.

Pee-Chee (White Shoe Cleaner). The Pee-Chee Cleaner Mfg. Co., Cleveland, Ohio.

Peerless (Rubber Heels). Taunton Rubber Co., Taunton, Mass.

Peerless Shoe Laces and Cut Lacing. California Tanning Co., St. Louis, Mo.

Pence Stic-on Soles. Auburn Rubber Co., Auburn, Ind.

MISCELLANEOUS TRADE NAMES

Perfecsole Cushion Insoles. Silverite Gutterman Co., Boston, Mass.

Perfection. The Elastic Tip Co., Boston, Mass.

Perfection Brand. The American Shoe Polish Co., Chicago, Ill.

Perfection Overgaiters. Perfection Overgaiter Co., Burlington, Vt.

Perfection Shoe Buttons. Abe Manheimer & Co., Inc., St. Louis, Mo.

Perfection Spats. Perfection Overgaiter Co. Burlington, Vt.

Perfect Tip Shoe Laces. Alox Mfg. Co., St. Louis, Mo.

Perfumo. The Rex-Oil Co., Pittsburgh, Pa.

Plasole. The Bearfoot Sole Co., Inc., Boston, Mass.

Plain Full Soles. Auburn Rubber Co., Auburn, Ind.

Plykid Covering cloth-quarter-lining stock. Plymouth Rubber Co., Inc., Canton, Mass.

Plymouth-crepe soles. Plymouth Rubber Co., Inc., Canton, Mass.

Plymouth Products (Shoe horns, heel plates, lace tips, etc.). The Plymouth Stamped Metal Co., Galion, O.

"Plymouth Rivets" (Last Rivets). Cobb & Drew, Inc., Plymouth, Mass.

Plymouth (Rubber Heels and Taps-Slab Soling). Plymouth Rubber Co., Inc., Canton, Mass.

Plytex (Rubber Soles). Essex Rubber Co., Inc., Trenton, N. J.

Polly Clip (for Shoe Price Tickets). M. D. Pollinger Co., St. Louis, Mo.

Polly Shoe Holder for Corrective Shoes. M. D. Pollinger Co., St. Louis, Mo.

Polyshine (Black Liquid). Rochester Polish Corp., Rochester, N. Y.

Polyshine (De Lux Kits). Rochester Polish Corp., Rochester, N. Y.

Polyshine (Gift Kits). Rochester Polish Corp., Rochester, N. Y.

Polyshine (Polisher). Rochester Polish Corp., Rochester, N. Y.

Polo Sport Soles. Moulded Rubber Co., Taunton, Mass.

Polyshine (Shoe Polish). Rochester Polish Corp., Rochester, N. Y.

Politype (Boot and Shoe Repairing Machine). Emile James, New York City.

Ponagansett. Shoe Lace Co., Ltd., Providence, R. I.

Pontan (Quarter Lining Material). United Shoe Machinery Corp., Boston, Mass.

Pony Bag White. Packard Dressing Co., Stoughton, Mass.

Prince G. Lima Cord Sole & Heel Co., Lima, Ohio.

Princess Cream. Packard Dressing Co., Stoughton, Mass.

Princess Gold. Packard Dressing Co., Stoughton, Mass.

Princess Silver. Packard Dressing Co., Stoughton, Mass.

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80 Federal St., Boston, Mass.

Princess White. Packard Dressing Co., Stoughton, Mass.

Protecto Soles. Auburn Rubber Co., Auburn, Ind.

Purewhite. Packard Dressing Co., Stoughton, Mass.

Puritan (Machines for the Shoe Factory). Puritan Mfg. Co., Boston, Mass.

Q

Quality A Plus. Bradstone Rubber Co., Woodbine, N. J.

Queen C. The Lima Cord Sole & Heel Co., Lima, Ohio.

Quik-Stik Soles. Auburn Rubber Co., Auburn, Ind.

R

Racquel. Winkler-Thompson Co., Inc., New York City.

Radio Polish. Packard Dressing Co., Stoughton, Mass.

Radium. Summit Thread Co., East Hampton, Conn.

Rainbow (for rubber sandals and footholds). I. B. Kleinert Rubber Co., New York, N. Y. (M)

Rajah Prince of Soles. Alfred Hale Rubber Atlantic, Mass.

Rajah Web Grip. Alfred Hale Rubber Co., Co., Atlantic, Mass.

Rambler Heels. Quabaug Rubber Co., North Brookfield, Mass.

Rauskolb Gold Leaf. F. W. Rauskolb Co., Medford, Mass.

Lima Corded Crepe. Lima Cord Sole & Heel Co., Lima, Ohio.

Lima Raw Cord. Lima Cord Sole & Heel Co., Lima, Ohio.

Rayon (Shoe Lace). St. Louis Braid Co., St. Louis, Mo.

Ready-To-Attach Heels. Benj. W. Freeman Heel Co., St. Louis, Mo.

Realite (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Real Tip Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Red Seal (Shoe Laces). St. Louis Braid Co., St. Louis, Mo.

Redbird. St. Louis Braid Co., St. Louis, Mo.

Red-line-in. National Fabric & Finishing Co., Boston, Mass.

Recklaw Frayproof Lining. Victor R. F. Walker Co., Boston, Mass.

Regent (for heels). United States Rubber Co., New York, N. Y. (M)

Reliable (Non-Toxic Leather Dye). The F. A. Blichert Mfg. Co., Chicago, Ill.

Repco. United Shoe Machinery Corp., Boston, Mass.

Retriever (Hosiery). Thomas Mills, Inc., High Point, N. C.

Rex-Oil. The Rex Oil Co., Pittsburgh, Pa.

Rex Vanishing Shoe Cream (Tubes). The Rex-Oil Co., Pittsburgh, Pa.

Reyco (Shoe Ornaments). The Reynolds Co., Providence, R. I.

Rhumba (Fabric). Deauville Import Corp., New York, N. Y.

Ritz Shoe Stick. American Automatic Device Co., Chicago, Ill.

Rival Taps. Auburn Rubber Co., Auburn, Ind.

Rofico Fibre. Rogers Fibre Co., Boston, Mass.

Rogers Fibre Counters. Rogers Fibre Co., Boston, Mass.

Roman Shoe Polishes. Roman-Aetna Blacking Corp., Brooklyn, N. Y.

Royal. Summit Thread Co., East Hampton, Conn.

Royal Bends and Taps. Guy Lee Leather Co., Philadelphia, Pa.

Royal "T." The Lima Cord Sole & Heel Co., Lima, Ohio.

Rud-Lift (Top Lifts). Rudman Mfg. Co., Indianapolis, Ind.

Rushur Wearproof Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

S

Saddle Soap. American Polish Co., Chicago, Ill.

Salisbury (Pinless Hosiery Tickets and Tags). Salisbury Mfg. Co., Pawtucket, R. I.

Sanderson's Quick Shyn Dye. Sanderson's Tintine Co., Lincoln, Neb.

Sanderson's Tintine (Dye). Sanderson's Tintine Co., Lincoln, Neb.

Satin Lustre. Packard Dressing Co., Stoughton, Mass.

Satintone. The Rex-Oil Co., Pittsburgh, Pa.

Saveo-Stic-On Soles. Auburn Rubber Co., Auburn, Ind.

Savet Soles. Auburn Rubber Co., Auburn, Ind.

Schaeffer Laces. Schaeffer & Co., Reading, Pa.

Schieren Round Belting. Chas. A. Schieren Co., Boston, Mass.

Schieren Rawhide Lace. Chas. A. Schieren Co., Boston, Mass.

Schieren Rawhide Shoe Laces. Chas. A. Schieren Co., Boston, Mass.

Scientific Foot Measure, The. The Brannock Device Co., Syracuse, N. Y.

Seaco (Shoe Threads). Seamans & Cobb Co., Hopkinton, Mass.

Seal Brand (Findings). Silver-Brown Co., Boston, Mass.

Sealed Soles. Sears, Roebuck & Co., Chicago, Ill.

Sero-Fil. Summit Thread Co., East Hampton, Conn.

Seiberling Rubber Heels. Seiberling Rubber Co., Akron, Ohio.

Self-Adjusting Shoe Trees. Vulcan Corp., Portsmouth, Ohio.

Se-ling (Hosiery). T. Walter Fred, Nashville, Tenn.

Setite (Shoe Bottom Filler). North American Chemical Co., Cambridge, Mass.

Setite (Bottom Filling Process). North American Chemical Co., Cambridge, Mass.

Setite (Bottom Filling Machine). North American Chemical Co., Cambridge, Mass.

Shineup (The Handy Folding Shoe Polisher). I. R. Merriam, Dorchester, Mass.

Shoe Carrybags. Cohoes Envelope Co., Inc., Cohoes, N. Y.

Shoe Cartons & Labels. Frank C. Meyer Co., Inc., Brooklyn, N. Y.

Shoe Cream. Packard Dressing Co., Stoughton, Mass.

Shoe Insurance. The Rex-Oil Co., Pittsburgh, Pa.

Shoe Labels. Tolman Print, Inc., Brockton, Mass.

Shu-Milk (A White Shoe Cleaner), Shu-Milk Products Corp., Orange, N. J.

Shu-Shine Shoe Polishes. Osmic Chemical Co., Brockton, Mass.

Silverite Findings of Quality. Silverite Gutterman Co., Boston, Mass.

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MISCELLANEOUS TRADE NAMES

Skylark. Essex Rubber Co., Trenton, N. J.

Slipknot (Rubber Heels). Plymouth Rubber Co., Inc., Canton, Mass.

Slipshells (for heel protectors and counters). Pollard Slipshell Co., Newburyport, Mass.

Snap-O-Spats. William Greilich & Sons, Inc., Brooklyn, N. Y.

Snowflake. Barbour Welting Co., Brockton, Mass.

Soileff P. P. Lagomarsino & Co., Philadelphia, Pa.

Sole Savers. Auburn Rubber Co., Auburn, Ind.

Sommer's Patent (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Sox-Saver (Heel Lining). Morris Bros. Shoe Co., Quincy, Ill.

Spaulding Counters (Guaranteed). Spaulding Fibre Co., Inc., North Rochester, N. H.

Sparton Spotpruf Spats. Chas. F. Clark, Inc., Chicago, Ill.

Spartan Taps and Heels. Taunton Rubber Co., Taunton, Mass.

Sponge Latex Cushion Arch. Homer-Alden Co., No. Attleboro, Mass.

Sportlite (Rubber Soles). Essex Rubber Co., Inc., Trenton, N. J.

Square Spus-Sport Soles and Heels. Auburn Rubber Co., Auburn, Ind.

Sta-Fast Backing Cloth. Seamans & Cobb Co., Hopkinton, Mass.

Sta-Flex and Bleacher. Korite, Inc., Boston, Mass.

Standard (Hot) Filler. Beckwith Mfg. Co., Boston, Mass.

"Standard" (Spattees, Slippers, Leggings, Spats). S. Rauh & Co., New York City.

Star (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Star Brand (Shoe Horns). J. L. Sommer Mfg. Co., Newark, N. J.

Star Heel Cushions. Foster Rubber Co., Boston, Mass.

"Statite" Gummed Tape. National Fabric & Finishing Co., Boston, Mass.

Steady Tread (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Steinbrecher Arch-Shanks Co., Frederick Greer Arch Shank Co., Chicago, Ill.

Stepsoft Heel Cushions. Silverite Gutterman Co., Boston, Mass.

Sterling (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

Stern's Instep Raiser, Inc., New York, N. Y.

Stik-Tite Soles. Auburn Rubber Corp., Auburn, Ind.

Stix (Nonslip Lining). Silverite Gutterman Co., Boston, Mass.

Strongbox. Hoague-Sprague Corp., Lynn, Mass.

Strootman Patented Cushion Arch Moulds. John Strootman, Buffalo, N. Y.

Stormwelt. Barbour Welting Co., Brockton, Mass.

Stoutsole. Barbour Welting Co., Brockton, Mass.

Suede-O. Packard Dressing Co., Stoughton, Mass.

Suede-Sticks. Packard Dressing Co., Stoughton, Mass.

Sultan. Alfred Hale Rubber Co., Atlantic, Mass.

Sumco. Summit Thread Co., East Hampton, Conn.

Summit. Summit Thread Co., East Hampton, Conn.

Sunbeam Gro-Cord Sole. Lima Cord Sole & Heel Co., Lima, Ohio.

Sunbeam Kicker Toe. Lima Cord Sole & Heel Co., Lima, Ohio.

Superclean. American Shoe Polish Co., Chicago, Ill.

Supercord. The Bearfoot Sole Co., Inc., Boston, Mass.

Sandalettes. Wm. Greilich & Sons, Brooklyn, N. Y.

Sunsandls. Wm. Greulich & Sons, Brooklyn, N. Y.

Supercrepe (Soles and Heels). The Bearfoot Sole Co., Inc., Baston, Mass.

Super Quality Bindings, Tapes and Ribbons. Abe Manheimer & Co., Inc., St. Louis, Mo.

Superflex Counters. Crystal Sole Tanning Co., Salem, Mass.

Suretyp Shoe Laces. Hutmacher Braiding Co., Paterson, N. J.

Suva Cloth. Marcus Heyman, Inc., New York, N. Y.

SX. Essex Rubber Co., Inc., Trenton, N. J.

Sylphglo (Fabric). Frank Associates, New York, N. Y.

T

Tango Heel Grip, The. The National Shoe Specialty Co., Denver, Colo.

Tan Renewer. E-Jay-R Mfg. Co., Baltimore, Md.

Tauko (Heels and taps). Taunton Rubber Co. Taunton, Mass.

Tecs. Knit Goods Specialty Co., Chicopee Falls, Mass.

Texok Lining. Seamans & Cobb Co., Hopkinton, Mass.

Textan (Soles). The B. F. Goodrich Co., Akron, O.

Thermoplastic Box Toes. Beckwith Mfg. Co., Boston, Mass.

"Thomsen's" Oil Dyes. The Dyo Corp., Dallas, Tex.

Thrift Soles. Auburn Rubber Co., Auburn, Ind.

Two-Life Heels. Auburn Rubber Co., Auburn, Ind.

Tiger Super Service Heels. Panther Rubber Mfg. Co., Stoughton, Mass.

Tiger Tread. (Rubber Heels). Panther Rubber Mfg. Co., Stoughton, Mass.

Time to Re-Lace. Berk Lace & Braid Mfg. Co., Providence, R. I.

Tintflax Linen. Winkler-Thompson Co., Inc., New York, N. Y.

Tip That Won't Pull Off, The. United Lace & Braid Mfg. Co., Cranston, R. I.

Tis-A-Cream (Kid Cleaner). The E-Jay-R-Mfg. Co., Baltimore, Md.

Tis-A-Dye—Black, for changing all colored suede shoes black. The E-Jay-R-Mfg. Co., Baltimore, Md.

Tis-An-Oil (Waterproof Dressing). The E-Jay-R-Mfg. Co., Baltimore, Md.

Tite Edge—Rubber Heels. Essex Rubber Co., Inc., Trenton, N. J.

Toe "Protecto" Plates. E. Jay-R Mfg. Co., Baltimore, Md.

Tolman Print, Inc. (Shoe Carton Labels). Brockton, Mass.

Top Notch White Leather Dressing. Whittemore Bros. Corp., Boston, Mass.

Travelite Fibre Heel Bases. Travelite Rubber Co., Inc., Boston, Mass.

Travelite (Rubber Heels, Taps, Soling and Toplifting). Travelite Rubber Co., Boston, Mass.

Tredair Heel Cushions. Foster Rubber Co., Boston, Mass.

Trimfoot Metatarsal Pads. Wizard Co., St. Louis, Mo. (M)

Trim Shop. Seamans & Cobb Co., Hopkinton, Mass.

Trephy Tread (Rubber Soles). Essex Rubber Co., Trenton, N. J.

Tru-Chrome. Guy Lee Leather Co., Philadelphia, Pa.

Tru-Oak. (Bends, Strips and Taps). Guy Lee Leather Co., Philadelphia, Pa.

Turnad (Box Toe Fabric). The Adams Mfg. Co., Inc., New York, N. Y.

Tweedie Bootops. Tweedie Boot Top Co., Jefferson City, Mo.

Tweedie Heel Protectors. Tweedie Boot Top Co., Jefferson City, Mo.

2 Life Heels. Auburn Rubber Co., Auburn, Ind.

Tyer Brand. Tyer Rubber Co., Andover, Mass.

U

Uni-Lak. The Uni-Lak Co., Batavia, N. Y.

United. United Shoe Machinery Corp., Boston, Mass.

U-Rub-I-Shine (Shoe Cream). The E-Jay-R-Mfg. Co., Baltimore, Md.

Uskide (Soles). United States Rubber Co., New York City.

"USMC" Cushion Heel. United Shoe Machinery Corp., Boston, Mass.

U. S. Spring-Step (Rubber Heels). United States Rubber Co., New York City.

Ustan (Soles). United States Rubber Co., New York City.

Ustikon Soles. Auburn Rubber Co., Auburn, Ind.

V

Vamp-Eez (Instep Protector). Vamp-Eez Co., New York, N. Y.

Value Tex (for uppers for shoes). The Hoge Montgomery Co., Frankfort, Ky.

Vanity Fair (Shoe Dressings). The Dyo Corp., Dallas, Tex.

Van Tan Insoles. Van Tasel Sole & Leather Corp., Norwich, Conn.

Velvet Brand (Cutting Boards). United Shoe Machinery Corp., Boston, Mass.

Velvetine. Packard Dressing Co., Stoughton, Mass.

Victor Heels & Taps. Panther Rubber Mfg. Co., Stoughton, Mass.

Victory. The Rex-Oil Co., Pittsburgh, Pa.

Victory Heel Grips. The National Shoe Specialty Co., Denver, Colo.

Virex. The Rex-Oil Co., Pittsburgh, Pa.

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MISCELLANEOUS TRADE NAMES

Viso (The Last Word in Lasting). Blue Ribbon Shoemakers, Inc., St. Louis, Mo.

Vogue. American Shoe Polish Co., Chicago, Ill.

Vrille (Shoe Fabrics). Wm. Skinner & Sons, New York, N. Y.

Vulcad (Box Toe Fabric). The Adams Mfg. Co., Inc., New York, N. Y.

Vulco Unit Box Toes. Beckwith Mfg. Co., Boston, Mass.

Vulcan Heels. Vulcan Corp., Portsmouth, Ohio.

Vulcan Lasts. Vulcan Corp., Portsmouth, Ohio.

Vulcrepe Sport (Soles and Heels). Dryden Rubber Co., Chicago, Ill.

W

Wabash. Seamans & Cobb Co., Hopkinton, Mass.

Waldes Koh-I-Noor, Inc. (Buckles and Clasps). Long Island City, N. Y.

Walker (for rubber heels). Louis Gatti, Brooklyn, N. Y.

Walk-Eze Stocking Protectors. Onondaga Hide & Leather Co., Syracuse, N. Y.

Walk-Eze Slipless Heel Liners. Onondaga Hide & Leather Co., Syracuse, N. Y.

Walk-Strate Heel Pads. The Scholl Mfg. Co., Inc., Chicago, Ill.

Wanco-Slipper Dyes. I. Nachmann Brooklyn, N. Y.

Warmease Insoles. Kenworthy Bros. Co., Stoughton, Mass.

Warner Spats. Warner Spats Co., Cincinnati, Ohio.

Washette. Ohio Leather Co., Girard, Ohio.

Waverly Sport Soles. Panther Rubber Mfg. Co., Stoughton, Mass.

Wearfoot. The Bearfoot Sole Co., Inc., Boston, Mass.

Wearite Soles. Essex Rubber Co., Trenton, N. J.

Wear Mor (for outsoles). The Hagerstown Shoe & Legging Co., Hagerstown, Md. (M)

Wear Proof Shoe Lining. National Fabric & Finishing Co., Boston, Mass.

Wearwell Shoe Laces. Berk Lace & Braid Mfg. Co., Providence, R. I.

Weavette Sandals. Jefferson Import Co., Inc., New York City.

Web Grip. Alfred Hale Rubber Co., Atlantic, Mass.

Weron (Heels and Soles). Webster Rubber Co., Sobatus, Me.

Weyenberg Tufwear Sole. Weyenberg Shoe Mfg. C., Milwaukee, Wis.

White Bear Foot Powder. G. D. Wiederkehr Co., Stryker, Ohio.

White-O. Packard Dressing Co., Stoughton, Mass.

Whiteoak—Strips, Block Sq's. Slabs, Taps. Guy Lee Leather Co., Philadelphia, Pa.

Whitest Whites, The. G. Levor & Co., Gloversville, N. Y.

Whitt White Leather Dressing. Whittemore Bros. Corp., Boston, Mass.

Whittemore's Shoe Polishes. Whittemore Bros., Boston, Mass.

Williams Leather Puttees and Sam Browne Belts. Williams Mfg. Co., Portsmouth, O.

Wizard Arch Builders. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Bunion Protector. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Corn Pads. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Corn Salve, Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Even-Heel Cushions. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Foot Balm. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Foot Powder. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Heel Cushions, Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Wizard Heel Grip. Wizard Co., 1627 Locust St., St. Louis, Mo. (M)

Woksoft Cushion Insoles. Silverite Gutterman Co., Boston, Mass.

Woodlawn Mills (Shoe Laces). Providence Braid Co., Pawtucket, R. I.

Woodlawn (Shoe Laces). John Lawrie & Sons, Chicago, Ill.

World Wide Heels. Quabaug Rubber Co., North Brookfield, Mass.

WWJHE. Shoe Lace Co., Providence, R. I.

X

XLO Cleaning Fluid. The National Shoe Specialty Co., Denver, Colo.

Xlo Suede. Packard Dressing Co., Stoughton, Mass.

X-Ray Shoe Fitters, Inc. Box 92, Milwaukee, Wis.

X-Heavy Shoe Laces. Alox Mfg. Co., St. Louis, Mo.

X-Ray Machines. Campbell X-Ray Co., Boston, Mass.

XXX-Heavy. Alox Mfg. Co., St. Louis, Mo.

Z

Zebrawelt. Barbour Welting Co., Brockton, Mass.

Zig Zag Sport Soles & Heels. Auburn Rubber Co., Auburn, Ind.

Zoes Brand (Cleaners, heel dressings, dyes, shoe dressings, etc.). C. A. Zoes, Chicago, Ill.

Five Points to Trademarking

A trade-mark is a name or symbol used by a manufacturer or merchant to designate his goods from those of others in the same trade in order to secure such profits as will result from the reputation his goods have acquired.

The trade-mark statutes do not create rights but regulate such rights as you may have by providing remedies for their enforcement. Among some of the important advantages of registration may be mentioned the following:

(1) Registration constitutes constructive notice of the claim to the trademark, and tends to give actual notice by publication of the mark in the Official Gazette of the Patent Office.

(2) The examination of the mark in the Patent Office and its publication in the Official Gazette prior to registration tends to bring out any opposition from others claiming the mark and otherwise aids in determining the doubtful questions as to its validity.

(3) Registration being prima facie evidence of validity tends to eliminate necessity of proving adoption and continued use in making a prima facie case in court.

(4) Suits for infringement may be brought in the Federal Courts without restriction as to the amount involved or diversity of citizenship, and Federal Court injunctions may be served anywhere in the United States.

(5) Registrant may recover damages even though infringer has no actual notice of prior use by registrant. In some instances the registrant may recover triple damages.

The Patent Office filing fee is $15 with each application for trade-mark and the necessary drawing costs from $2.50 to $5.00. A certificate of registration is for a period of twenty years and may be renewed.

BOOT AND SHOE RECORDER TRADE MARK SERVICE
239 WEST 39th STREET, NEW YORK, N. Y.

CANADIAN TRADE NAMES AND BRANDS OF SHOES

A

Ace Hi. Miner Rubber Co., Ltd., Granby, Que. (M)

Acme. A. E. Marois, Ltd., Quebec, Que. (M)

Acton. Alfred Lambert, Ltd., Montreal, Que. (W)

Acton Rubber. Alfred Lambert, Ltd., Montreal, Que. (W)

Adanac. J. M. Stobo Co., Ltd., Quebec, Que. (M)

Adelaide. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Adjus-Arch Shoe (Hartt's), The. The Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Aero-Flex. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Ahrens Shoe, The. Chas. A. Ahren, Ltd., Kitchener, Ont. (M)

Ajax Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Albany Shoe, The. Weston Shoe Co., Campbellford, Ont. (M)

Albee Bench-Made Turns. Albee Shoe Co., Ltd., Montreal, Que. (M)

Albee Customized Footwear. Albee Shoe Co., Ltd., Montreal, Que. (M)

"Albert". Reliance Shoe Co., Ltd., Toronto, Ont. (M)

Alco Footwear. Albee Shoe Co., Ltd., Montreal, Que.

Alcopedic Arch. Albee Shoe Co., Ltd., Montreal, Que.

Aluminum Box Toe, For Mines and Hockey. The Tebutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

American. American Footwear Co., Toronto, Ont. (M)

Americana. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

American Beauty. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Aphrodite. Perth Shoe Co., Ltd., Perth, Ont. (M)

Arch Conserver. Perth Shoe Co., Ltd., Perth, Ont. (M)

Arch Corrective. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Archeeze. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Arch-Friend Health Shoe. Dowers Bros., Ltd., Edmonton, Alberta. (M)

Archgrip. Blackford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Archelp. Blachford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Arch-Master. Alfred Lambert, Ltd., Montreal, Que. (M)

Arch Preserver. Scott & McHale, Ltd., London, Ont. (M)

Arch Reliever. Perth Shoe Co., Ltd., Perth, Ont. (M)

Aristo. J. P. Corbeil Shoe Co., Montreal, Que. (M)

Aristo. C. B. Dayfoot & Co., Georgetown, Ont. (M)

Aristocrat. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Aristocrat. Perth Shoe Co., Ltd., Perth, Ont. (M)

Art. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Artcraft. H. B. Le Grenade Shoe Mfg. Co., Montreal, Que. (M)

Artistic. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Artistic Footwear. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Art Vogue. Gale Bros., Ltd., Quebec, Que. (M)

"Ascot". D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Astoria. Scott & McHale, Ltd., London, Ont. (M)

Aunt Mary. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Aviator Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

Avan Arch. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

B

Baby Hurlburt. Hurlburt Cushion-Sole Shoe Co., Barrie, Ont. (W)

Bachelor (Men's). The Robert Wilson Shoe Store, Hamilton, Canada. (R)

Bachelor Girl (Women's). The Robert Wilson Shoe Store, Hamilton, Canada. (R)

Beauty Walk. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Bell. I. & T., Ltd., Montreal, Que., Can.

Bell. J. & T. Bell Co., Montreal, Que. (M)

Belle of New York. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Bell's Arch Restor. J. & T. Bell, Ltd., Montreal, Que. (M)

Bell's Arch Restorer. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Bell's Natures Way. J. & T. Bell, Ltd., Montreal, Que. (M)

Belmont. Scott & McHale, London, Ont. (M)

Big Chief—Best by Test. Bastien Bros., Loretteville, Que. (M)

Big. 4 Shoe. Big 4 Shoe Co., Montreal, Que., Can.

Biltwell Shoe, The. Williams Shoe, Ltd., Brampton, Ont. (M)

Black Diamond. Miner Rubber Co., Ltd., Granby, Que. (M)

"Blue Bar" (Heavy Rubber Footwear). Dominion Rubber Co., Ltd., Montreal, Que.

Blue Ribbon Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Blutip. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Body Balanced Shoes. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Boulevard. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Boyer's Best. J. W. Boyer & Co., Victoria Corner, N. B. (M)

British Made. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que.

Brockton. Corbell, Ltd., Montreal, Que.

Buckingham. Cloutier Shoe Mfg. Co., Ltd., Quebec, Que. (M)

Bucko. The Miner Rubber Co., Ltd., Granby, Que. (M)

Bunny Foot. Tilley Shoe Co., Toronto, Ont. (M)

C

"Camille". Camille Shoes, Ltd., Montreal, Que.

Cammeyer. Albee Shoe Co., Ltd., Montreal, Que.

Canada's Beauty. Simon Shoe Co., Inc., Montreal, Que. (M)

Canada Practical Shoe Brand. Grand Mere Shoe Co., Ltd., Grand Mere, Que.

Canada's Pride. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Canadian Beauty, The. Perth Shoe Co., Ltd., Perth, Ont. (M)

"Canadian Boy". Reliance Shoe Co., Ltd., Toronto, Ont.

Canadian Cadet. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Canadian Girl Shoe. Perth Shoe Co., Ltd., Perth, Ont. (M)

Canadian Girl Shoe. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

"Canuck". Reliance Shoe Co., Ltd., Toronto, Ont.

Celok (Women's). Ludger Duchaine, Quebec, Que.

Cendrillon. The Fix Shoe Co., Ltd., Montreal, Que. (W)

Chainstore. D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Challenger. The D & D Black Shoe Co., Que., Canada.

Champion. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Chic. The Miner Rubber Co., Ltd., Granby, Que. (M)

Chief of Police. Valentine & Martin, Ltd., Waterloo, Ont.

Chipewyan Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

"Chums". Chas. A. Ahrens, Ltd., Kitchener, Ont. (M)

Chums. Alfred Lambert, Ltd., Montreal, Que.

Citadel Built to Last. O. Goulet & Son, Inc., Quebec, P. Q.

Classic. Getty & Scott, Ltd., Galt, Ont. (M)

Climax Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Cloutier's Flexible Cushion Sole. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Clyde. The John Ritchie Co., Ltd., Quebec, Que. (M)

Co-eds. Perth Shoe Co., Ltd., Perth, Ont. (M)

Cold Proof. Great West Felt Co., Ltd., Elmira, Ont. (M)

Colombine. Alb. Laliberte, Ltd., Quebec, P. Q.

Columbia. J. Leckie Co., Ltd., Vancouver, B. C. (M)

"Comfort Welt"—for Growing Girls. The E. S. Shoe Co., Ltd., Kitchener, Ont.

Construction. Valentine & Martin, Ltd., Waterloo, Ont.

Corrective. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Corset-Arch Combination. The Murray Shoe Co., Ltd., London, Ont.

Cote Footwear. La Compagnie J. A. & M. Cote, St. Hyacinth, Que.

Cote New Process Welt. La Compagnie J. A. & M. Cote, St. Hyacinth, Que.

Craft Footwear, Strictly Bench Made. Craft Footwear, Ltd., Montreal, Que. (M)

Craigwell. The Miner Rubber Co., Ltd., Granby, Que. (M)

Crispin. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Crispin-Craft (for Men). Townsend, Hamilton, Ont. (W)

Cummings Specialties. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Cumming's Styleful Shoe. J. & T. Bell, Ltd., Montreal, Que. (M)

Cyclone Speeder. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

D

Dack Shoe, The. R. Dack & Sons, Ltd., Toronto, Ont. (M)

Dainty Doll. H. B. LaGrenade Shoe Mfg. Co., Montreal, Que. (M)

"Daisy". St. Stephen Shoe Co., Ltd., St. Stephen, N. B.

Dalaco. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

D & L. J. P. Corbeil Shoe Co., Montreal, Que. (M)

D & L. (Made in Canada). Dufresne & Locke, Ltd., Montreal, Que. (M)

Daoust, Lalonde. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Daoust's Sport Shoes. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

CANADIAN TRADE NAMES and BRANDS of SHOES

Dawson. The Miner Rubber Co., Ltd., Granby, Que. (M)

Dayfoot. C. B. Dayfoot & Co., Georgetown, Ont. (M)

De-Lux. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

De Lyte. Kingsbury Footwear, Ltd., Montreal, Que. (M)

Dependo. Theo. Mayer Shoe Co., Ltd., Montreal, Que. (M)

Derby. Murray Shoe Co., Ltd., London, Ont. (M)

Diamond Shoe. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

Dianna (Women's). Ludger Duchaine, Quebec, Que. (M)

Dictator. Corbeil, Ltd., Montreal, Que.

Dr. Andrews. Corbeil, Ltd., Montreal, Que.

Dr. Andrew's Cushion Sole. Cloutier Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Dr. Duncan's Shoe. Gale Bros., Ltd., Quebec, Que.

Dr. Frank Foote's Favorite. La Compagnie J. A. Cote, St. Hyacinthe, Que.

Dr. Heath's Health Shoe. Gale Bros., Ltd., Quebec, Que.

Dr. Henry Arch Hugger. H. B. La Grenade Shoe Mfg. Co., Montreal, Que. (M)

Dr. Holt (Men's). A. E. Marois, Ltd., Quebec, P. Q. (M)

Dr. Jones. Corbeil, Ltd., Montreal, Que.

Dr. Lambert's. Alfred Lambert, Ltd. Montreal, Que. (W)

Dr. Locke. Dufresne & Locke, Ltd., Montreal, Que.

Dr. McCann Archsta. J. A. McCaughan & Son, Montreal, Que. (M)

Dr. Pierre. Corbeil, Ltd., Montreal, Que.

Doctor Purvis. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

"Dr. Scott" Arch Support. Merit Shoe Co., Ltd., Montreal, Que.

Dr. Smith's Three Point Arch Support. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Dr. Sturdy's Shoe. Gale Bros., Ltd., Quebec, Que. (M)

Doctor's Anti Septic Non Perspiro Shoes. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Cock O' The North Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Light Weight, Radiumized Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Middle Weight, Anti Acid Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Doctor's Thermal Soled Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Dominion Felt Footwear. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Dominion (rubber footwear). Dominion Rubber Co., Ltd., Montreal, Que. (M)

Dorothy Dix. Merit Shoe Co., Ltd., Montreal, Que.

Dower Shoe, The. Dowers Bros., Ltd., Edmonton, Alberta. (W)

Du Barry Shoe. The Simon Shoe Co., Ltd., Montreal, Que. (M)

Dufresne (Made in Canada). Dufresne & Locke, Ltd., Montreal, Que. (M)

Duro (For Welts). O. Goulet & Son, Inc. Quebec, P. Q.

E

Eagle. Eagle Shoe Co., Montreal, Que. (M)

"Easy Step". Lashbrook Shoe Co., Galt, Ont.

Eclipse. Galt Shoe Co., Ltd., Kitchener, Ont. (M)

Economic. Label on Boxes. St. Arnaud Biron & Co., Ltd., Quebec, Que. (M)

Economy. Merit Shoe Co., Ltd., Montreal, Que.

Elite. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Elk-O Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Elk Shoe. Le Page Shoe Co., Montreal, Que. M)

Empire Brand. The John Ritchie Co., Ltd., Quebec, Que. (M)

Empire Quality. The John Ritchie Co., Ltd., Quebec, Que. (M)

Empress. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Empress Arch Corrective. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Essex Arch Shoe, The. Talbot Shoe Co., Ltd., St. Thomas, Ont.

Essex Shoe. Talbot Shoe Co., Ltd., St. Thomas, Ont.

Eureka. Eureka Shoe Co., Ltd., Three Rivers, Que. (M)

Everwear. Valentine & Martin, Ltd., Waterloo, Ont.

Ezee Fit. Scroggins Shoe Co., Ltd., Galt, Ont.

F

Faber (Moccasins & Slippers). Faber Co., Ltd., Loretteville, Que. (M)

Fairsex Footery (for Women). Townsend, Hamilton, Ont. (W)

Fairywelt. Perth Shoe Co., Ltd., Perth, Ont. (M)

Farm Shoe. Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

Faultless Footwear. Wm. Cook Shoe Co., Moncton, N. B. (W)

Favorite Shoes for Playmates. J. A. McCaughan & Son, Montreal, Que. (M)

Femina. Dufresne & Locke, Ltd., Montreal, Que. (M)

Fifth Avenue Shoe. The. W. F. Tanner, Pictou, Nova Scotia. (W)

Fleet Foot. Dominion Rubber Co., Ltd., Montreal, Que. (M)

Flex-O-Shoe. J. A. Peloquin & Co., St. Ours, Que.

Foot Trainer. Getty & Scott, Ltd., Galt, Ont. (M)

Footucator. Soft Sole Shoe Co., Toronto, Ont.

Formfit Fashioned Footwear. J. & T. Bell, Ltd., Montreal, Que. (M)

Form Fit Fashion Footwear. Nathan Cummings Shoe Co., Ltd., Montreal, Que. (M)

Frank Hurlburt Shoe. Hurlburt Cushion-Sole Shoe Co., Barrie, Ont. (M)

Frank's Naturefit. Hurlbut Cushion Sole Shoe Co., Barrie, Ont. (M)

Frasers Mining Boots. Fraser Grieve & Co., Pembroke, Ont. (M)

"Fraser" River Shoes. Fraser, Grieve Co., Pembroke, Ont. (M)

Fredelta. Underhill's, Ltd., Barrie, Ont. (M)

"Frederick Shoe, The." Frederick Shoe Co., Ltd., St. Pie, Que.

Frederick Special. Frederick Shoe Co., Ltd., St. Pie, Que.

Free Foot. Bastien Bros., Loretteville, Que. (M)

Frontenac. The Miner Rubber Co., Ltd., Granby, Que. (M)

G

Gainsboro. D. D. Hawthorne & Co., Ltd., Toronto, Ont. (W)

Gales Wanda Shoe. Gale Bros., Ltd., Quebec, Que.

Gans Paris. Dufresne & Locke, Ltd., Montreal, Que. (M)

"Gaytees"—Low Cut Overshoes. Dominion Rubber Co., Ltd., Montreal, Que. (M)

"Gendron." Gendron Penetang, Ltd., Penetanguishene, Ont.

"Gendron Penetang." Gendron Penetang, Ltd., Penetanguishene, Ont.

Georgina. Blachford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Gioconda Shoe, La. La Gioconda Shoe Mfg. Company, Montreal, Que.

Gold Bond. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Gold Standard. A. E. Marois, Ltd., Quebec, P. Q. (M)

Golf Oxfords (Moce Style). Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B.

Graceful Maiden. A. E. Marois, Ltd., Quebec, Que. (M)

Gracia. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Gracia Orthopedic. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Great West. Great West Felt Co., Ltd., Elmira, Ont. (M)

Great West Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Greb Shoe, The. Greb Shoe Co., Ltd., Kitchener, Ont. (M)

Greyhound. The Miner Rubber Co., Ltd., Granby, Que. (M)

Guardian. The Guardian Shoe Co., Ltd., Quebec, Que. (M)

Guardian Arch Flexible. Gale Bros., Ltd., Quebec, Que.

Guardian Lockstitch. Gale Bros., Ltd., Quebec, Que.

Guide. Miner Rubber Co., Ltd., Granby, Que. (M)

H

Hagar. J. & T. Bell, Ltd., Montreal, Can. (M)

Hagar. Nathan Cummings Shoe Co., Ltd., Montreal, Que.

Hamburg. Hamburg Felt Boot Co., Ltd., New Hamburg, Ont. (M)

Hamilton Lady. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Hamilton Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Ham-Rite. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Hartt's Gold Medal. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Junior. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Natur-Arch. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt Shoe, The. Hartt Boot & Shoe Co., Ltd., Fredericton, N. B. (M)

Hartt's Tramper. The Hartt Boot & Shoe Co., Ltd. (Fredericton, N. B. (M)

H. B. L. H. B. LaGrenade Shoe Mfg. Co., Montreal, Que. (M)

Hewetson Welt. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetson's. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetsonmade. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Hewetson Pla-Shu. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Highest Quality. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Hi-Press. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)

Hi-Test. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Hollinger. Dufresne & Locke, Ltd., Montreal, Que. (M)

Hollywood. American Footwear Co., Toronto, Ont. (M)

"Huguette." Frederick Shoe Co., Ltd., St. Pie, Que.

Humphreys Solids. The J. M. Humphrey Co., Ltd., St. John, N. B. (W)

Hurlbut. The Hurlbut Co., Ltd., Preston, Ont. (M)

Hurlbut Anti-Acid Footwear. The Hurlbut Co., Ltd., Preston, Ont. (M)

Hurlburt Cushion Sole Shoe. Hurlburt Cushion Sole Shoe Co., Barrie, Ont. (M)

Hyawatha. Bastien Bros., Loretteville, Que. (M)

Hydro City Shoe. Hydro City Shoe Mfrs., Ltd., Kitchener, Ont. (M)

Hydro Shoe. Hydro City Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

CANADIAN TRADE NAMES and BRANDS of SHOES

I

Ideal. Hydro City Shoe Mfrs., Ltd., Kitchener, Ont.

Ideal Quality. The John Ritchie Co., Ltd., Quebec, Que. (M)

Indian Tread. Soft Sole Shoe Co., Toronto, Ont.

Invictus. The Eagle Shoe Co., Ltd., Montreal, Que. (M)

Invincible. Miner Rubber Co., Ltd., Granby, Que. (M)

Ironclad. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

J

Jack & Jill. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Jacques-Cartier. Dominion Rubber Co., Ltd., Montreal, Que. (M)

John Bull Brand. The R. M. Beal Lea. Co., Lindsay, Ont.

Jos. Lacasse Special. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Joy Ped (Children's). Ludger Duchaine, Quebec, Que. (M)

J. & T. Bell Shoes. Nathan Cummings Shoe Co., Ltd., Montreal, Que.

Julia Arthur. Perth Shoe Co., Ltd., Perth, Ont. (M)

June Slipper. Soft Sole Shoe Co., Toronto, Ont. (M)

Just Kids Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont.

K

Kant Kick Thro'. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Keen Kut Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Kenmore Komforts. W. B. Hamilton Shoe Co., Ltd., Toronto, Can. (M)

Kewpie Kewps for Kiddies. Galt Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Keystone Arch. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Kiddie Kumf. Getty & Scott, Ltd., Galt, Ont. (M)

King & Queen. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

King Edward. Sterling Bros., Ltd., London, Ont. (M)

Kingsbury Quality. Kingsbury Footwear, Ltd., Montreal, Que. (M)

Kippy Kicks for Kids. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Kirby Jane. D. D. Hawthorne & Co., Ltd., W. Toronto, Ont. (W)

Kling Arch (Men's and Women's). The Robert Wilson Shoe Store, Hamilton, Canada, Ont. (R)

Kor Ker. J. M. Stobo Co., Ltd., Quebec, Que. (M)

Kosey Korner Slippers. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Kosey Korner Slippers. Dominion Rubber Co., Ltd., Montreal, Que. (M)

L

La Diesse. Ludger Duchaine, Quebec, Que. (M)

"Lady Charlotte". St. Stephen Shoe Co., Ltd., St. Stephen, N. B.

"Lady Dainty." T. H. Lane Shoe Co., Montreal, Que.

Lady Dainty. Gale Bros., Ltd., Quebec, Que.

Lady Juliet. J. A. McCaughan & Son, Montreal, Que. (M)

Lady Like Brand. J. E. Samson, Enr., Quebec, Que. (M)

Lady Louise. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

Lady Luxury. Jos. Lacasse Shoe Co., Ltd., Que. (M)

Lady Pearl. J. A. McCaughan & Son, Montreal, Que. (M)

Lady's Select. The Simon Shoe Co., Ltd., Montreal, Que. (M)

Ladywear. J. M. Stobo Co., Ltd., Quebec, Que. (M)

La Favorite. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

La Grenada Shoe. H. B. La Grenade Shoe Mfg. Co., Montreal, P. Q. (M)

La Gioconda Shoe. La Gioconda Shoe Mfg. Co., Montreal, Que. (M)

La Juanita. Dufresne & Locke, Ltd., Montreal, Que. (M)

"La Lorraine"' Camille Shoes, Ltd., Montreal, Que.

La Marseillaise. Eureka Shoe Co., Ltd., Three Rivers, Que. (M)

Lambertots. Alfred Lambert, Ltd., Montreal, Que. (W)

La Mode. John Perkins, Quebec, Que. (W)

Lane Shoe, The. T. H. Lane Shoe Co., Ltd., Montreal, Que.

Landover. Corbeil, Ltd., Montreal, Que.

"Lanetta Quality." T. H. Lane Shoe Co., Montreal, Que.

La Parisienne. La Parisienne Shoe Co., Ltd., Montreal, Que.

La Senorita. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

La Tosca. Jos. Lacasse Shoe Co., Ltd., Montreal, Que. (M)

Laurentide Brand. Grand Mere Shoe Co., Ltd., Grand Mere, Que.

La Violette Shoe. Alb. Laliberte, Ltd., Quebec, P. Q.

Leader. Corbeil, Ltd., Montreal, Que.

Leading Shoe, The. J. E. Samson, Enr., Quebec, Que. (M)

Leckie, The. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lecotan. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lectonia. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Lena Arch Comfort Shoe. H. B. LaGrenade Shoe Mfg., Montreal, Que. (M)

Lena Shoe. H. B. LaGrenade Shoe Mfg., Montreal, Que. (M)

Le Page Shoe. Le Page Shoe Co., Montreal, Que. (M)

Lester Shoe, The. Wm. Cook Shoe Co., Moncton, N. B. (W)

Liberty. Scott & McHale, Ltd., London, Ont. (M)

Lion Brand. A. E. Marois, Ltd., Quebec, P. Q.

Lion Brand. St. Arnaud, Biron & Co., Ltd., St. Genevieve de Batiscan, Que. (M)

Little Daisy. W. J. Duncan, Seaforth, Ont. (M)

Little Darling. A. E. Marois, Ltd., Quebec, Que. (M)

"Little Pal"—for Little Girls, Children's, Infants' and Misses' shoes. E. S. Shoe Co., Ltd., Kitchener, Ont.

Little Spartan. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Little Toddler. Wragge Shoe Co., Ltd., Galt, Ont. (M)

London Lady. Murray Shoe Co., Ltd., London, Ont. (M)

Luxapedic. The Hurlbut Co., Ltd., Preston, Ont. (M)

Lynn Quality. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

M

MacFarlane Shoe, The. Nathan Cummings Shoe Co., Ltd., Montreal, Que.

Made in Canada. Perth Shoe Co., Ltd., Perth, Ont. (M)

Maid-Rite. Theo. Mayer Shoe Co., Montreal, Can. (M)

Majestic Arch Rest Shoes. Gale Bros., Ltd., Quebec, Que.

Map of Canada, denoting shoes, findings and shoe novelties. Canadian Shoes, Findings Novelty Co., Toronto, Ont. (W)

Maritime Brand Shoepacks. Palmer McLellan Shoepack Co., Ltd., Fredericton, N. B (M)

Maritime Lady. J. M. Humphrey Co., Ltd., St. John, N. B. (W)

Marois Brand. A. E. Marois, Ltd., Quebec, Can. (M)

Marois Goodyear Welt. A. E. Marois, Ltd., Quebec, Que. (M)

Martin's Master. Valentine & Martin, Ltd., Waterloo, Ont.

Marvel Shoe. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que.

Maryon Shoe. Lachance & Tanquay, Quebec, Que. (M)

McCaughan Son, Limited, J. A. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Medcalf. Nursery Shoe Co., Ltd., St. Thomas, Ont.

"Merita." Merit Shoe Co., Ltd., Montreal, Que.

Merit-Arch. Merit Shoe Co., Ltd., Montreal, Que.

Merry Twins. Weston Shoe Co., Campbellford, Ont.

Milady, Super Arch. Scroggins Shoe Co., Ltd., Galt, Ont.

Miner. Miner Rubber Co., Ltd., Granby, Que. (M)

Minto. Dufresne & Locke, Ltd., Montreal, Que.

Miss Canada. Myles Shoe Co., Ltd., Toronto, Ont. (M)

Miss Cavell Shoe. Eastern Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Mod-Art. A. E. Marois, Ltd., Quebec, P. Q.

Model-Kraft Shoe, The. Wm. Cook Shoe Co., Moncton, N. B. (W)

Model Shoe. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Modern Princess. A. E. Marois, Ltd., Quebec, Que. (M)

Mohawk Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Mondaine. John Perkins, Quebec, Que. (W)

Montcalm. The Miner Rubber Co., Ltd., Granby, Que. (M)

Moonstep. Soft Sole Shoe Co., Toronto, Ont. (M)

Moosehead Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Murray's Celpro. Murray Shoe Co., Ltd., London, Ont. (M)

Murray's Elite Welts. Murray Shoe Co., Ltd., London, Ont. (M)

Murray Heel Hugger. Murray Shoe Co., Ltd., London, Ont. (M)

Murray Made. Murray Shoe Co., Ltd., London, Ont. (M)

Murray Natur-Tred. Murray Shoe Co., Ltd., London, Ont. (M)

Murray's Pick-Up. Murray Shoe Co., Ltd., London, Ont. (M)

Murray's Rest-U Feature. Murray Shoe Co., Ltd., London, Ont. (M)

Murray Snug-Set. Murray Shoe Co., Ltd., London, Ont. (M)

"My Lady." Merit Shoe Co., Ltd., Montreal, Que.

Myles. Myles Shoe Co., Ltd., Toronto, Ont. (M)

N

Naturfit. Wragge Shoe Co., Ltd., Galt, Ont.

New-Moon. A. E. Marois, Ltd., Quebec, Que.

Nimblefoot. Merit Shoe Co., Ltd., Montreal, Que.

Nioby. The Miner Rubber Co., Ltd., Granby, Que. (M)

Non-Rip. Humberstone Shoe Co., Ltd., Humberstone, Ont. (M)

Norfolk Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont.

Northern Rubber Footwear. Northern Rubber Co., Ltd., Guelph, Ont. (M)

Nu-Matic Cushion Shoe. The John Ritchie Co., Ltd., Quebec, P. Q. (M)

Nursery. Nursery Shoe Co., Ltd., St. Thomas, Ont.

CANADIAN TRADE NAMES and BRANDS of SHOES

O

Onyx. Blachford Shoe Mfg. Co., Ltd., Toronto, Ont. (M)

Our Kushion Komfort. Perth Shoe Co., Ltd., Perth, Ont. (M)

Our Special. Perth Shoe Co., Ltd., Perth, Ont. (M)

P

Palmer Brand. John Palmer Co., Ltd., Fredericton, N. B. (M)

Palm Tree Brand (Shoepacks). Palmer McLennan Shoepack Co., Ltd., Fredericton, N. B. (M)

Paris Logger. P. Paris. Vancouver, B. C. (M)

Paris Miner. P. Paris, Vancouver, B. C. (M)

Paris Sport Boot. P. Paris, Vancouver, B. C. (M)

"Pathfinder." Reliance Shoe Co., Ltd., Toronto, Can.

Ped-o-flex. Perth Shoe Co., Ltd., Perth, Ont. (M)

"Penetang." Gendron Penetang, Ltd., Penetanguishene, Ont.

Pennant Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont. (M)

Perflex. Perth Shoe Co., Ltd., Perth, Ont. (M)

Perkins "Compo" Process. John Perkins, Quebec, Que. (W)

Perkins Footwear. John Perkins, Quebec, Que. (W)

Perkins Shoe. John Perkins, Quebec, Que. (W)

Perth. Perth Shoe Co., Ltd., Perth, Ont. (M)

Perthway. Perth Shoe Co., Ltd., Perth, Ont. (M)

Phisk-O.K. Arch. H. B. La Grenade Shoe Mfg. Co., Montreal, P. Q. (M)

Piccadilly. John Perkins, Quebec, Que. (W)

"Pit-A-Pat." Lashbrook Shoe Co., Galt, Ont.

Play-Mor. Wragge Shoe Co., Ltd., Galt, Ont. (M)

Plio-Pedic Arch Relief. Perth Shoe Co., Ltd., Perth, Ont. (M)

Polar King. The Great West Felt Co., Ltd., Elmira, Ont. (M)

Policeman's Special. Valentine & Martin, Ltd., Waterloo, Ont.

Polly Anna. Perth Shoe Co., Ltd., Perth, Ont. (M)

Pompadour. Corbeil, Ltd., Montreal, Que.

Premier Grade. H. B. LaGrenade Shoe Mfg., Montreal, Que. (W)

Premo. Cloutier Shoe Co., Quebec, Que. (M)

"Prettywell." Pretty Well Shoes, Ltd., Montreal, Que.

Priscilla. Grand Mere Shoe Co., Ltd., Grand Mere, Que. (M)

Princess. The Empress Shoe Co., Ltd., Toronto, Ont. (M)

Professor Gold Cross Cushion Soled Shoes. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Prop-R-Arch Shoe. The John Ritchie Co., Ltd., Quebec, Que. (M)

Pussy Foot. The Hurlbut Co., Ltd., Preston, Ont. (M)

Q

Quality Brand. A. E. Marois, Ltd., Quebec, Que. (W)

Queen Alexandra. Sterling Bros., Ltd., London, Ont. (M)

Queen City Shoe. Weston Shoe Co., Ltd.; Campbellford, Ont. (M)

Queen City Welded. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

R

Rah Rah—The Shoes That Cheer. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Railroad Shoe. Valentine & Martin, Ltd., Waterloo, Ont.

Rainbow Girl. The J. M. Stobo Co., Ltd., Quebec, P. Q.

Red Diamond. The Miner Rubber Co., Ltd., Granby, Que. (M)

Red Riding Hood. J. W. Hewetson Co., Ltd., Brampton, Ont. (M)

Red Seal (Harness Leather). The Barrie Tanning Co., Ltd., Barrie, Ont.

Reliance. C. B. Dayfoot & Co., Georgetown, Ont. (M)

Revelation. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Rhino. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)

Richmond. Scott & McHale, Ltd., London, Ont. (M)

Rio Rita. John Perkins, Quebec, Que. (W)

Ritchie Arch Raiser. The John Ritchie Co., Ltd., Quebec, Que. (M)

Ritchie Shoe, The. The John Ritchie Co., Ltd., Quebec, Can. (M)

Ritchie Tru-Form. The John Ritchie Co., Ltd., Quebec, P. Q. (M)

Rival. J. P. Corbeil Shoe Co., Montreal, Can. (M)

"Roamer." Lashbrook Shoe Co., Galt, Ont.

Roxy. The D & D Black Shoe Co., Quebec, P. Q.

Royal Arch Master. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal Arrow. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal Derby, The. The Murray Shoe Co., Ltd., London, Ont. (M)

Royal Eagle. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal Quality. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal Queen. Alfred Lambert, Ltd., Montreal, Que. (W)

Royal York. J. P. Corbeil Shoe Co., Montreal, Que. (M)

S

St. Andrews Golf Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Samson Shoe, The. J. E. Samson, Enr., Quebec, Que. (M)

Scott-McHale. Scott & McHale, Ltd., London, Ont.

Scout. Miner Rubber Co., Ltd., Granby, Que. (M)

Scout Commander. A. E. Marois, Ltd., Quebec, Can. (W)

Self-Starter, pat'd shoe. W. J. Duncan, Seaford, Ont. (M)

Shu-ette. The Miner Rubber Co., Ltd., Granby, Que. (M)

Simon Shoe, The. Simon Shoe Co., Inc., Montreal, Que. (M)

Sisman's "Best Everyday" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Sisman's "Hiker" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Sisman's "Thoro-bilt" Shoes. T. Sisman Shoe Co., Aurora, Ont.

Ski Boots. Palmer-McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

Skookum Boots. J. Leckie Co., Ltd., Vancouver, B. C. (M)

Smardon Shoe, The. Smardon Shoe Co., Ltd., Montreal, Can. (M)

Smardon Tarsal-Ease Shoe. Smardon Shoe Co., Ltd., Montreal, Que. (M)

Smart Step. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Snappy Brand. A. E. Marois, Ltd., Quebec, Que. (M)

Sno-wite. Kingsbury Footwear Co., Ltd., Montreal, Que. (M)

Snug-Fit Heel. Murray Shoe Co., Ltd., London, Ont.

Snugs. Bastien Bros., Loretteville, Que. (M)

So-Cosy. Soft Sole Shoe Co., Toronto, Ont. (M)

Solidity. Wm. Cook Shoe Co., Moncton, N. B. (W)

Sophisticated Sport Shoes. Cloutier Shoe Mfg. Co., Ltd., Kitchener, Ont. (M)

Sparrow Shoe. Le Page Shoe Co., Montreal, Que. (M)

Sport King (Ski and Sport Boots). Palmer McLellan Shoepack Co., Ltd., Fredericton, N. B. (M)

Sportleigh. Albee Shoe Co., Ltd., Montreal, Que.

State Shoe (Men's). Ludger Duchaine, Quebec, (M)

Steadfast. Simon Shoe Co., Ltd., Montreal, Que. (M)

Steel Toe Hockey Bal. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Sterling Shoes. Sterling Bros., Ltd., London, Ont. (M)

Stork Brand. A. W. Hoffer, Elmira, Ont. (M)

Strand. The John Ritchie Co., Ltd., Quebec, Que. (M)

Strider. Eagle Shoe Co., Montreal, Que. (M)

Styl-Arch. Perth Shoe Co., Ltd., Perth, Ont. (M)

Stylish Stout. W. E. Woelfle Shoe Co., Ltd., Kitchener, Ont. (M)

Sunnyside. A. E. Marois, Ltd., Quebec, Que. (M)

Super-Shefford. The Miner Rubber Co., Ltd., Granby, Que. (M)

Supreme Brand. Henry Ross, Ltd., Loretteville, Que. (M)

Supreme Quality. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Swanky Leather Footwear. Canadian Consolidated Felt Co., Ltd., Kitchener, Ont. (M)

Swastika (slippers). Indian Lea. Goods, Ltd., Loretteville, Que.

Swiss Ski. Daoust, Lalonde & Co., Ltd., Montreal, Que. (M)

T

Talbot Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont. (M)

Talbot Happy Foot Four Point Arch Shoe, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont.

Talbot Solid Leather Six, The. The Talbot Shoe Co., Ltd., St. Thomas, Ont.

Tanner Shoe for Heavy Wear, The. W. F. Tanner, Pictou, Nova Scotia. (W)

Taplin's Dresto. Natural Tread Shoes Distributing Co., Ltd., Toronto, Ont. (M)

Taplin Natural Tread Shoes. Taplin Natural Shoes Distributing Co., Ltd., Toronto, Ont. (M)

Taplin's Temptation. Natural Tread Shoes Distributing Co., Ltd., Toronto, Ont. (M)

Tarsal Arch. Perth Shoe Co., Ltd., Perth, Ont. (M)

Tecumseh. Scott & McHale, Ltd., London, Ont. (M)

"T. H. Lane Shoe, The." T. H. Lane Shoe Co., Montreal, Que.

Tiger Brands. F. C. McCordick, St. Catharines, Ont.

Tiny Tots. W. J. Duncan, Seaforth, Ont. (M)

Toe Trainer. Getty & Scott, Ltd., Galt, Ont. (M)

Trail Ranger. Valentine & Martin, Ltd., Waterloo, Ont.

"Traymore." Reliance Shoe Co., Ltd., Toronto, Ont.

Tred-Rite. Tilley Shoe Co., Toronto, Ont. (M)

Tricolor. Miner Rubber Co., Ltd., Granby, Que. (M)

Trilby. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Tri-Ped. Perth Shoe Co., Ltd., Perth, Ont. (M)

Triumph. Miner Rubber Co., Ltd., Granby, Que. (M)

Tru Trod. Getty & Scott, Ltd., Galt, Ont. (M)

Trustworthy. J. P. Corbeil Shoe Co., Montreal, Can. (M)

Trustworthy. A. E. Marois, Ltd., Quebec, P. Q.

CANADIAN TRADE NAMES AND BRANDS OF SHOES

Twin-Tred. Scott & McHale, Ltd., London, Ont.

Twentieth Century Shoe. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

Two in One, Hockey & Skating. Tebbutt Shoe & Leather Co., Ltd., Three Rivers, Que. (M)

U

Ultra-Chic. Perth Shoe Co., Ltd., Perth, Ont. (M)

V

"Valentine" Shoe, The. Valentine & Martin, Ltd., Waterloo, Ont.

Val-Mar. Valentine & Martin, Ltd., Waterloo, Ont.

Vanity Fair. Perth Shoe Co., Ltd., Perth, Ont. (M)

Varsity. A. E. Marois, Ltd., Quebec, Que. (M)

Vassar. Myles Shoe Co., Ltd., Toronto, Ont. (M)

Victoria (shoes for women). Getty & Scott, Ltd., Galt, Ont. (M)

Viking. The Miner Rubber Co., Ltd., Granby, Que. (M)

Vimy. Corbeil, Ltd., Montreal, Que.

Virginia. Perth Shoe Co., Perth, Ont. (M)

Visible Arch. O. Goulet & Son, Inc., Quebec, P. Q.

Vogue. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

W

Walk-N Style. Kingsbury Footwear Co., Ltd., Montreal, Que.

W.B.H. W. B. Hamilton Shoe Co., Ltd., Toronto, Ont. (M)

Welbilt. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Weldrest. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Weldrest Stout. J. A. McCaughan & Son, Ltd., Montreal, Que. (M)

Westminster. Alfred Lambert, Ltd., Montreal, Que.

Westoe (Men's). Ludger Duchaine, Quebec, Que. (M)

Weston Shoe Co. Weston Shoe Co., Ltd., Campbellford, Ont. (M)

White Cross Shoe. Tetrault Shoe Mfg. Co., Ltd., Montreal, Que. (M)

Whizz. The Miner Rubber Co., Ltd., Granby, Que. (M)

Wilkie Glove-Phit. The Eagle Shoe Co., Montreal, Que.

Williams Shoe, The. Williams Shoe, Ltd., Brampton, Ont. (M)

Williams Young Canadian. Williams Shoe, Ltd., Brampton, Ont. (M)

Wilson's Hi-Fashioned (Women's). The Robert Wilson Shoe Store, Hamilton, Ont. (R)

Wilson's Preferred (Men's and Women's). The Robert Wilson Shoe Store, Hamilton, Ont. (R)

Windsor. The J. M. Stobo Co., Ltd., Quebec, Que. (M)

Windsor Foot Joy. J. M. Stobo Co., Ltd., Quebec, Que.

Winston. Cloutier Shoe Mfg. Co., Quebec, Que.

Witch-Elk Shoes. Witchell-Sheill Co. of Canada, Ltd., Windsor, Ont.

Worthmore. Scott & McHale, Ltd., London, Ont. (M)

Wright's Dependable Brand. H. W. Wright & Sons, Pembroke, Ont.

Y

Yamaska Brand. La Compagnie J. A. & M. Cote, St. Hyacinthe, Que. (M)

Younger Set for Growing Girls. Perth Shoe Co., Ltd., Perth, Ont. (M)

Z

Zenith. Cloutier Shoe Mfg. Co., Quebec, Que. (M)

Zippers. Canadian Goodrich Co., Ltd., Kitchener, Ont. (M)

Zipps. Canadian Goodrich Co., Ltd., Kitchener, Ont.

CANADIAN TRADE NAMES AND BRANDS OF LEATHER

Acton Oak. Beardmore & Co., Toronto, Ont.

Anchor Brand. Lang Tanning Co., Ltd., Kitchener, Ont.

Beardmore Oak. Beardmore & Co., Toronto, Ont.

"Black Beauty" Chrome Patent Sides. The Robson Leather Co., Ltd., Oshawa, Ont.

B L W (Hand Cut). The Balmforth Lace Works, Whitby, Ont.

Bull Dog Brand. Beardmore & Co., Toronto, Ont.

Cementan Sole Leather (Chrome Retan). Beardmore & Co., Toronto, Ont.

Chrome Retan Lace Lea. The Balmforth Lace Works, Whitby, Ont.

Columbia Calf Upper Leather. C. Galibert & Son Co., Montreal, Que.

Crown Brand. Marlatt Leather Co., Ltd., Oakville, Ont.

Devon Oak. Beardmore & Co., Toronto, Ont.

Dominion Calf. Davis Leather Co., Ltd., Newmarket, Ont.

Elk-O Brand. John Palmer Co., Ltd., Fredericton, N. B.

Empire Brand. Paul Galibert, Montreal, Que.

Flexotan Sole Leather (Chrome Retan). Beardmore & Co., Toronto, Ont.

Halton Brand. Marlatt Leather Co., Ltd., Oakville, Ont.

Hyman Oak Sole. The C. S. Hyman Co., Ltd., London, Ont.

Indian Lace Leather. The Balmforth Lace Works, Whitby, Ont.

Maple Leaf. Angelo Canadian Leather Co., Ltd., Montreal, Que.

Mennonite Grain. Edgar Clement, Ltd., Quebec, Que.

Mohawk Brand. John Palmer Co., Ltd., Fredericton, N. B.

Moose Head Brand. John Palmer Co., Ltd., Fredericton, N. B.

Muskoka. Beardmore & Co., Toronto, Ont.

Ontario Glazed Kid. Hyman Leather, Ltd., London, Ont.

Palmer Brand. John Palmer Co., Ltd., Fredericton, N. B.

Penetang Sole Leather. Breithaupt Lea. Co., Ltd., Kitchener, Ont.

Premier Sports Lace. The Balmforth Lace Works, Whitby, Ont.

Rhino Tan Sole Leather. Beardmore & Co., Toronto, Ont.

Rouster Brand. Dugal & Matte, Enr., Quebec, Que.

Royal Kid. Bonner Leather Co., Montreal, Que.

"Royal" Oak (Sole Leather). Breithaupt Leather Co., Ltd., Kitchener, Ont.

Star Brand Sole Leathers. Beardmore & Co., Toronto, Ont.

Tiger. F. C. McCordick, St. Catharines, Ont.

"Trent Valley" Oak (Sole Leather). The Breithaupt Leather Co., Ltd., Kitchener, Ont.

"Trent Valley" Oak Sole Leather. Hastings Tanning Co., Ltd., Kitchener, Ont.

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